

SUPPORTING DOCUMENTS

- EXHIBIT 1** Several press and media articles documenting the rise of South Beach as one of the United States' main fashion capitals.
- EXHIBIT 2** Press articles regarding the models and actresses who were both discovered by and careers were launched by the beneficiary, Jean Luc Brunel.
- EXHIBIT 3** Several articles regarding the prestigious reputation of Karin Models as formerly one of the world's leading agencies.
- EXHIBIT 4** A list of all of MC2's clients, including several high-profile campaigns featuring some of MC2's fashion models, as well as several press clippings regarding this prestigious and reputable modeling agency.
- EXHIBIT 5** The beneficiary's, Jean Luc Brunel, impressive curriculum vitae, verifying his tremendous accomplishments in both the fashion and modeling industries.
- EXHIBIT 6** Several articles regarding the 2004 Models New Generation Contest (including translations) as well as the beneficiary's leading role within this prestigious modeling event.
- EXHIBIT 7** Several press articles regarding the prestigious 2006 Models New Generation Competition (including translations), as well as the beneficiary's Jean Luc Brunel, leading role within the event.
- EXHIBIT 8** Letter of Claudia Midolo, President of Modelwork, a renowned modeling agency.
- EXHIBIT 9** Letter of Alla Amantova, Director of Figaro International Management.
- EXHIBIT 10** Several press articles reflecting the prestige and high circulation rates of the mentioned magazines and periodicals which have featured and covered the modeling events which the beneficiary, Jean Luc Brunel, has organized throughout the years.
- EXHIBIT 11** Information regarding the extremely successful and prestigious modeling and fashion association, International Model Talent Association (IMTA).



July 25, 2014

Department of Homeland Security
United States Citizenship and Immigration Services
Vermont Service Center
30 Houghton Street
Saint Albans, VT 05478

RE: 1-129, Petition for a Nonimmigrant Worker
O-1 Extraordinary Ability as an Art Director and Talent Coordinator
Petitioner: MC2 Models Miami, LLC
Beneficiary: Jean-Luc Didier Henri-Rene BRUNEL

Dear Sir / Madam:

The present letter and its enclosures are submitted in support of the attached O-1 petition of MC2 Models Miami, LLC, on behalf of Mr. Jean Luc Brunel. The petition is based upon Mr. Brunel's standing as an "Alien of Extraordinary Ability in Art Direction and Talent Coordination." ***Kindly note that Mr. Brunel currently holds O-1 status with our organization.***

The South Florida area and Miami Beach in particular have become a mecca for the fashion and modeling industries. As a result, many of the largest international modeling agencies such as Ford, Elite, and MC2 have opened offices in South Beach and the area has become one of the most important in the modeling industry. In fact, Miami Beach has become second only to New York City in terms of employment opportunities for fashion models in the United States. Attached as **EXHIBIT 1**, please find several press and media articles documenting the rise of South Beach as one of the United States' main fashion capitals.

In 1996, our company, MC2 (formerly Karin Models), established an office in the heart of the historic Art Deco District of Miami Beach. "South Beach" has truly become one of the world's modeling capitals and we are pleased to be a part of it. Our agency has developed a highly distinguished reputation in the modeling industry. We specialize in representing numerous models of international acclaim. Having discovered faces such as Christy Turlington, and molded the careers of celebrities such as Sharon Stone, Estella Warren, Milla

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Jovovich, Jerry Hall and Rebecca Romijn, who is currently starring in the award-winning ABC television series, *Ugly Betty*; MC2 models are among the most sought after in the industry, as evidenced by the caliber of their commercial and editorial bookings. Many of our fashion models have graced the pages of leading fashion magazines of the United States, Europe, Latin America, Africa, and Australia such as *Vogue*, *Teen Vogue*, *Elle*, *W*, *Glamour*, *V*, *Marie Claire*, *Surface* and *Cosmopolitan* as well as many more throughout the world. In addition to our Miami Beach office, MC2 Models has offices in New York City and Tel Aviv, Israel.

As Artistic Director and Talent Coordinator for MC2 Models Miami, LLC, Mr. Brunel will be responsible for overseeing the artistic aspects of the agency. By overseeing the art department in the agency, Mr. Brunel will direct the visual marketing of the models to clients, focusing on the images placed on both the model's composite cards and their portfolios. Both of these marketing tools are crucial in marketing fashion models to their appropriate catalog, editorial, or media clients. As Artistic Director and Talent Coordinator, Mr. Brunel will also coordinate the pairing of fashion models with a particular photographer. Clients for the agency include a myriad of fashion publications, retail stores, consumer product companies, and fashion houses to name but a few. Recruitment of talented artistic photographers who have an excellent understanding of the "ins and outs" of the modeling and fashion industry is critical to the successful running of a top-modeling agency such as MC2 Models. Mr. Brunel will also continue with his amazing track record of discovering the world's greatest talents and beauties in order to sign them with MC2 Models. Mr. Brunel will continue to travel around the world looking for new talents, and to agencies around the world in order to establish relationships with those agencies and allow MC2 Models Miami, LLC to represent them in the United States.

Mr. Brunel's impressive qualifications as an Art Director and Talent Coordinator, establish eligibility as to the regulatory standards for such classification as a top professional in his field. Mr. Brunel meets the O-1 criteria as an individual of extraordinary ability in the Arts and Entertainment field as well as a business entrepreneur. MC2 Models Miami, LLC is presently seeking a sophisticated art director and talent coordinator. After reviewing his experience and accolades, we are confident that the beneficiary, Mr. Jean Luc Brunel, will perform said function with outstanding skill and professionalism.

I. MR. BRUNEL'S QUALIFICATIONS AS THE BENEFICIARY

In addition to Jean Luc Brunel's extensive business qualifications, his career as an individual with artistic vision and creative talents qualifies him as an O-1 alien in the Arts and Entertainment Field. His all-encompassing experience as an Art Director, Talent Coordinator, international entrepreneur and business

leader in the modeling, fashion, entertainment, public relations, restaurant, and tourism industries has made Mr. Brunel internationally renowned in those fields. Among his various accomplishments throughout his career are the successful modeling agencies he has founded both in Europe and in the United States. For example, in 1978, Mr. Brunel founded and grew Karin Models Paris from the ground up to become a lead-market agency with a world-wide presence.

top players in the fashion and entertainment field requested that Mr. Brunel function as their exclusive agent and representative. Some of these top former and present professional supermodels in the fashion field include, Naomi Campbell, Christy Turlington, Rebecca Romijn, Milla Jovanovich, Inez Sastre, Melanie Thierry, and Jerry Hall. Attached as **EXHIBIT 2**, please find press articles regarding the models and actresses who were both discovered by and careers were launched by the beneficiary, Jean Luc Brunel. Additionally, attached as **EXHIBIT 3**, please find several articles regarding the prestigious reputation of Karin Models as formerly one of the world's leading agencies.

Most recently in October 2005, and after his reign with Karin Models, Mr. Brunel launched the prestigious MC2 Model Management worldwide with offices in New York, Miami and Tel Aviv. Mr. Brunel started the high-profile MC2 Model Management in order to represent high fashion models in a boutique agency setting. MC2 Model Management is already being lauded by fashion insiders as "one of the hottest agencies in North America" as well as "prominently positioned to be one of the major players of the Zeros because of its insider relationships with the most influential photographers around." We invite you to visit [REDACTED] in order to view the high-caliber of models, MC2 represents. Some of its most recent successful bookings include Liu Dan's exclusive contract as the face of the Fall 2007 Guess Campaign and Sammy Jo's cover story for *Cosmopolitan Magazine*. Attached as **EXHIBIT 4**, please find a list of all of MC2's clients, including several high-profile campaigns featuring some of MC2's fashion models, as well as several press clippings regarding this prestigious and reputable modeling agency.

Jean Luc Brunel's entrepreneurial spirit is not only contained to the field of arts, beauty, and fashion. In 1970, as a result of his business insight, Mr. Brunel founded and grew Jean Luc Relations Publique, which specialized in press and promotions for tour operators and restaurants in France. During his work through Jean Luc Relations Publique, Mr. Brunel represented various key clients and collaborated on numerous prestigious events. Some of the prestigious events include: Air Tour and Daro Voyages. Jean Luc Relations Publique also promoted and marketed La Tour [REDACTED], a three-star restaurant owned by Claude Terrail and, "The Go-Between", a motion picture by George Losey. Other projects taken on by Mr. Brunel through his public relations company was his work as product agent for Jean Claude Killy, 1968 Winter Olympic Gold Medalist skier, to promote Vail, Colorado in France for tourism potential and also directed all of the promotion for Finland's Ministry of Tourism. In 1975, Mr. Brunel further invested in the Food and Hospitality market by creating and developing "El Mono Desnudo"- a legendary, high-end bar on the Iberian Peninsula. This bar was known throughout the peninsula as extremely exclusive and attracted a celebrity clientele that included actress, Ursula Andress, and the Duchess D'Alba. Attached as **EXHIBIT 5**, please find the beneficiary's, Jean Luc Brunel,

impressive curriculum vitae, verifying his tremendous accomplishments in both the fashion and modeling industries.

II. ELIGIBILITY FOR CLASSIFICATION AS AN ALIEN OF EXTRAORDINARY ABILITY IN THE ARTS

Under the Miscellaneous and Technical Immigration and Nationality Amendments of 1991, petitions for classification as an Alien of Extraordinary Ability in the Arts must be supported by evidence of "distinction". According to 8 CFR §214.2(o)(3)(ii), "distinction" means a high level of achievement in the field of arts as evidenced by a degree of skill and recognition substantially above that ordinarily encountered to the extent that **a person described as prominent is renowned, leading, or well-known in the fields of arts**. This evidence may consist of proof that the alien must be recognized as being prominent in his field of endeavor as demonstrated by the following according to 8 CFR §214.2(o)(3)(iv):

A. Evidence that the alien has been nominated for or has been the recipient of significant national or international awards or prizes in the particular field such as an Academy Award, an Emmy, a Grammy, or a Director's Guild Award, or

B. At least three of the following forms of documentation:

(1) Evidence that the alien has performed, and will perform, services as a lead or starring participant in productions or events, which have a distinguished reputation as evidenced by critical reviews, advertisements, publicity releases, publications contracts, or endorsements;

(2) Evidence that the alien has achieved national or international recognition for achievements evidenced by critical reviews or other published materials by or about the individual in major newspapers, trade journals, magazines, or other publications;

(3) Evidence that the alien has performed, and will perform, in a lead, starring, or critical role for organizations and establishments that have a distinguished reputation evidenced by articles in newspapers, trade journals, publications, or testimonials;

(4) Evidence that the alien has a record of major commercial or critically acclaimed successes as evidenced by such indicators as title, rating, standing in the field, box office receipts, motion picture or television ratings, and other occupational achievements reported in trade journals,

major newspapers, or other publications;

(5) Evidence that the alien has received significant recognition for achievements from organizations, critics, government agencies, or other recognized experts in the field in which the alien is engaged. Such testimonials must be in a form, which clearly indicates the author's authority, expertise, and knowledge of the alien's achievements; or

(6) Evidence that the alien has either commanded a high salary or will command a high salary or other substantial remuneration for services in relation to others in the field, as evidenced by contracts or other reliable evidence; or

- C. If the criteria in paragraph (o)(3)(iv) of this section do not readily apply to the beneficiary's occupation, the petitioner may submit comparable evidence in order to establish the beneficiary's eligibility.

EVIDENCE THAT THE BENEFICIARY MEETS AT LEAST THREE OF THE PRONGS OF THE CRITERIA UNDER SUBSECTION B

The **first prong** that the beneficiary satisfies is **8 CFR §214.2(o)(3)(iv)(B)(1)**, which requires **evidence that the alien has performed, and will perform, services as a lead or starring participant in productions or events which have a distinguished reputation as evidenced by critical reviews, advertisements, publicity releases, publication contracts, or endorsements.**

As a result of Mr. Brunel's combined expertise in fashion and tourism, he decided to create Latin Model Pageants, now known as Models New Generation- to cross promote these key industries with international business and investment opportunities. Mr. Brunel has promoted and judged various modeling contests throughout South America including modeling contests staged in countries such as Peru, Ecuador, Brazil, Argentina, and Chile. Conceived in 1987, the Latin Model of the World event was a high-end modeling and entertainment product that appealed to upscale international audiences, reaching nearly 400-million television viewers worldwide. Throughout his history as a major international event promoter and artistic and talent coordinator, Mr. Brunel has orchestrated multi-faceted public relations, advertising and media campaigns that incorporated television, magazines, programs, newsletters, and promotions, becoming notably lucrative for various major brands as a promotional tool. Mr. Brunel's acute knowledge of marketing and promoting skills has turned his various international events into highly successful artistic and business ventures for various major brands. Latin Model Pageants attracted major brands as

sponsors, such as American Airlines, Ray-Ban, Coca-Cola, Proctor & Gamble, and Revlon.

Mr. Brunel's has continued his ventures as both a promoter and panel judge when he founded and created the international modeling contest, Models New Generation that took place in Guayaquil, Ecuador in 2004. Mr. Brunel sat on a panel with three other professionals in the fashion industry and judged over forty-nine young women from over North and South America, Asia, and Europe. After ten days of harsh competition, Jean Luc Brunel crowned the winner, Alyne Weber, a fifteen year old from Brazil, whom as a result of coming in first place was awarded over three hundred thousand dollars worth of modeling contracts. The city of Guayaquil, Ecuador was also thrown into the international spotlight as the host city for the modeling contest. The Models New Generation was broadcasted on numerous television network channels including, Fashion TV, which transmits to over 202 countries throughout the globe, the entire Association of Television Channels in Ecuador, National Television of China, and Rede Globo, Brazil's largest and most popular television network. Attached as **EXHIBIT 6**, please find several articles regarding the 2004 Models New Generation Contest as well as the beneficiary's leading role within this prestigious modeling event.

As a result of the tremendous success of the first Models New Generation Contest in Guayaquil, Ecuador in 2004, Mr. Brunel organized the second Models New Generation Contest which was held in 2006 in the Ecuadorian capital of Quito. In order to select only the very best new models, several qualifying shows were held in different countries of Latin America including Bolivia, Panama and Peru. The final contest was held in Quito, Ecuador at the historical Plaza San Francisco. Mr. Brunel sat on a panel with three other professionals in the fashion industry and judged over forty-eight young women from twenty-eight different countries from North and South America, Asia, and Europe. After ten days of harsh competition, Jean Luc Brunel crowned the winner, Ginta Lapina, an eighteen year-old, from Latvia, whom as a result of coming in first place was awarded over three hundred thousand dollars worth of modeling contracts.

The city of Quito, Ecuador was also thrown into the international spotlight as the host city for the modeling contest. Again, just like the immense media exposure given to the first Models New Generation competition of 2004, the 2006 Models New Generation competition was broadcast on numerous television network channels including, Fashion TV, which transmits to over 202 countries throughout the globe, the entire Association of Television Channels in Ecuador, National Television of China, and Rede Globo, Brazil's largest and most popular television network. Attached as **EXHIBIT 7**, please find several articles regarding the prestigious 2006 Models New Generation

that took place in Quito, Ecuador. The 2006 Models New Generation Contest was held in the capital of Quito, Ecuador. In order to select only the very best new models, several preliminary, qualifying shows were held in different countries of Latin America including Bolivia, Panama and Peru. The final contest was held in Quito, Ecuador at the historical Plaza San Francisco. Mr. Brunel sat on a panel with three other professionals in the fashion industry and judged over forty-eight young women from twenty-eight different countries from North and South America, Asia, and Europe. After ten days of harsh competition, Jean Luc Brunel crowned the winner, Ginta Lapina, an eighteen year-old, from Latvia, whom as a result of coming in first place was awarded over three hundred thousand dollars worth of modeling contracts.

The city of Quito, Ecuador was also thrown into the international spotlight as the host city for the modeling contest. Again, just like the immense media exposure given to the first Models New Generation competition of 2004, the 2006 Models New Generation competition was broadcast on numerous television network channels including, Fashion TV, which transmits to over 202 countries throughout the globe, the entire Association of Television Channels in Ecuador, National Television of China, and Rede Globo, Brazil's largest and most popular television network. Attached as **EXHIBIT 7**, please find several articles regarding the prestigious 2006 Models New Generation

Competition, as well as the beneficiary's Jean Luc Brunel, leading role within the event. The 2006 Models New Generation program was broadcast in over 202 countries throughout the world. Mr. Brunel has performed and will most definitely continue to perform services as a leading participant in modeling events, which have a distinguished reputation and will bring more public international light to MC2 Models.

For the above-mentioned reasons, Mr. Brunel satisfies INA §214.2(o)(3)(iv)(B)(1).

The second prong that the beneficiary satisfies is 8 CFR §214.2(o)(3)(iv)(B)(2), which requires **evidence that the alien has achieved national or international recognition for achievements evidenced by critical reviews or other published materials by or about the individual in major newspapers, trade journals, magazines, or other publications.**

Mr. Brunel holds an international reputation as a visible, strategic networker who is able to cultivate expert relationship management skills in order to conduct business in a global environment and broker lucrative deals. Mr. Brunel has a long history in marketing and advertising major fashion campaigns. Throughout his twenty-five year career in the fashion business, Mr. Brunel has developed worldwide, exclusive modeling and cosmetic campaigns. Some of these major cosmetic campaigns include: Bio Therm with supermodel Elle McPherson, PHAS with Rebecca Romijn, Christian Dior with Christina Semonnovskaya, Margret Astor with Monica Bellucci, Chanel with Patricia Von Rickenheim, Angel Perfume with Thierry Mugler, and Cacharel Perfume with Alda Ballestra. Mr. Brunel has also developed major fashion campaigns and has developed campaigns and exclusive contracts with some of the world's top fashion designers such as Yves Saint Laurent, Chanel, Christian Dior, Gucci, Prada, and Marc Jacobs. Please see the enclosed letter of Claudia Midolo, President of Modelwork, a renowned modeling agency. **EXHIBIT 8.**

As a talent coordinator, Mr. Brunel's success can and should also be measured with the successful careers the models, whose careers he launched, have achieved. As stated above, Mr. Brunel has discovered and represented various super models throughout his career. Christy Turlington, who was discovered by Mr. Brunel, has personified unaffected beauty- representing Calvin Klein's fragrances since 1987. Turlington, as well as another model represented by Mr. Brunel, Naomi Campbell, became one of the few supermodels, who managed to make an easy transition from the haute glamour of the 1980's to the relaxed simplicity of the following decade. Throughout her extensive career, and as a result of Mr. Brunel's "Fashion- Savvy Eye", Christy Turlington has graced the cover of hundreds of fashion magazines, such as *Cosmopolitan*, *W*, *Vogue*, *Shape*, *Fitness*, *Elle*, *Bazaar*, *Marie Claire*, *Harper's*,

Esquire, and even *Time Magazine*. Please see the enclosed letter of Alla Amantova, Director of Figaro International Management. **EXHIBIT 9.**

In addition, the modeling events that Mr. Brunel has been organizing throughout the years receive not only national, but also international attention and appear in multiple publications around the world. One of the most recent events he organized, the Models New Generation contest, which took place in Ecuador was publicized and transmitted by various television networks and appeared on multiple newspapers and magazines, among them Globo Television Networks in Brazil, Fashion TV which is broadcast into 202 countries throughout the world, *El Universo*, *Cosas*, *La Razon*, *El Diario*, *El Telegrafo*, *Notinorte*, *Extra*, *Hoy*, *El Gran Guayaquil*, *El Comercio*, *Semana*, and *8 Lideres*, to name a few. These major publications have a large subscription rate which numbers in the many millions of readers. Attached as **EXHIBIT 10**, please find several press articles reflecting the prestige and high circulation rates of the above-mentioned magazines and periodicals which have featured and covered the modeling events in which the beneficiary, Jean Luc Brunel, has organized throughout the years.

Hence the beneficiary satisfies INA §214.2(o)(3)(iv)(B)(2) for having achieved not only national but also international recognition for achievements in the modeling industry, by having his work published in major newspapers and magazines throughout the world.

The **third prong** that the beneficiary satisfies is **8 CFR §214.2(o)(3)(iv)(B)(4)**, which requires **evidence that the alien has a record of major commercial or critically acclaimed successes as evidenced by such indicators as title, rating, standing in the field, box office receipts, motion picture or television ratings, and other occupational achievements reported in trade journals, major newspapers, or other publications.**

One of the main reasons that Mr. Brunel has been able to not only survive, but also be extremely successful in the ever-changing world of fashion is his ability to identify and recruit star-quality talent. As a result of his ability to scout major talents, Mr. Brunel was invited to become a member in one of the fashion industry's most elite and important associations, the International Model Talent Association (hereinafter IMTA). The IMTA is an international association of training centers for models and talent. IMTA gives aspiring models, actors, singers, and dancers spectacular opportunities to showcase their potential talents, in front of top fashion and talent agents from the major markets of the international fashion industry. IMTA also provides its association members valuable marketing tips and networking events with agents and scouts from around the world. Several of today's up and coming actors and models have been discovered at

IMTA; some of these discoveries include world-renowned actors such as, Elijah Woods, Ashton Kutcher, Katie Holmes, Eva Longoria, Jessica Biel, and Sean William Scott. Attached as **EXHIBIT 11**, please find information regarding the extremely successful and prestigious modeling and fashion association, IMTA. Additionally, please find several pages from IMTA's official website documenting their discovery of the above-mentioned A-list actors and actresses, whose membership in IMTA proved to be the launching pad for very successful and highly profitable careers in the film industry.

Furthermore, as previously mentioned, Mr. Brunel has launched the successful careers of many internationally renowned models, who have been featured and still are in many international and national fashion magazines. In addition, his commercial ventures, especially MC2 Models, formerly Karin Models, have been extremely successful generating combined annual revenues of twenty five (25) million dollars. Currently MC2 is one of the most successful and well-known modeling agencies in the world. Mr. Brunel is one of few people in the modeling business that have achieved a similar standing and have been able to maintain it for over twenty-five years.

For the above-mentioned reasons, Mr. Brunel satisfies INA §214.2(o)(3)(iv)(B)(4).

EVIDENCE THAT THE BENEFICIARY MEETS 8 CFR §214.2(O)(3)(iv)(C)

The petitioner has submitted a plethora of evidence regarding Mr. Brunel's experience in the fashion modeling industry. Mr. Brunel's has established MC2 Models, formerly Karin Models, which is presently one of the major international modeling agencies, with combined annual revenues of twenty five million dollars. Only someone with Mr. Brunel's expertise and strong strive for success can achieve such international acclamation in the industry and been able to maintain his status for over twenty-five years. Mr. Brunel is the one responsible for the launch of numerous supermodels' careers, which have been maintained in the spotlight for several years. He has worked with renowned fashion designers and photographers, who have trusted his work and intuition. In addition, Mr. Brunel has orchestrated many international and national successful fashion events that have received international acclamation.

For the above-mentioned reasons, Mr. Brunel in addition to meeting at least three of the criteria of 8 CFR §214.2(O)(3)(iv)(B), he also qualifies under 8 CFR §214.2(O)(3)(iv)(C).

III. CONCLUSION

It is clear from the evidence that Mr. Brunel is eligible for classification as an Alien of Extraordinary Ability in Art Direction and Talent Coordination based

upon his meeting the eligibility requirements under the Immigration and Naturalization Act 101(a)(15)(O)(i) and 8 CFR 214.2(o). Mr. Brunel's successful career proves that he is a prominent, leading, and well-known person in the field of arts. Mr. Brunel's extraordinary ability in the field of arts, in which he will continue to work in the United States, has been demonstrated by sustained national and international acclaim. Based on the foregoing, we respectfully request your kind consideration and favorable determination of this petition, in order to accord Mr. Brunel the classification as an **Alien of Extraordinary Ability in Art Direction and Talent Coordination**. *Again, kindly note that the beneficiary, Mr. Jean Luc Brunel, has held O-1 status in the past.*

Wherefore, for the above-stated reasons, we respectfully request your favorable adjudication of the O-1 nonimmigrant visa petition submitted by MC2 Models Miami, LLC on behalf of Mr. Brunel. If you should have any questions or require any additional documentation, please do not hesitate to contact our office.

Thank you very much for your kind attention regarding this matter.

Truly Yours,