



**ALPHA
WEAR**

PRESENTS

17
AUGUST 2024



SHOW PROGRAM



LONDON PRO AM

FITNESS • MUSCLE • GLAMOUR

TROXY

490 COMMERCIAL RD, LONDON, UNITED KINGDOM



OFFICIAL TAN BY
fusiontan

OFFICIAL PHOTOGRAPHY BY
**TOBY HARRISON
PHOTOGRAPHY**

OFFICIAL BEAUTY BY
**Chloe
LAWRENCE**

WELCOME TO FMG
WHERE FITNESS MEETS GLAMOUR

CRAFTING YOUR JOURNEY TO STARDOM & SELF-DISCOVERY

At FMG International, we're all about rewriting the rules when it comes to Fitness, Muscle, Glamour and inspiration. Our mission is simple:

To empower individuals from all walks of life to craft their own unique journey to health and happiness with absolute confidence and style.

We're all about conquering fitness milestones and nurturing personal growth, all with the poise and panache of a true superstar. True beauty and strength are fused with class and distinction in our world.



Our shows aren't just your ordinary competition; they're your spotlight moments. On our extraordinary stage, beneath the blazing lights, in front of a roaring crowd, you're the centrepiece. We ensure that you're judged fairly, with the utmost respect and professionalism.

But FMG International isn't just about the contest; **it's about forging bonds that last beyond the show weekend. It's a place where you're not just a competitor; you're a member of an inspiring, supportive, and tight-knit community.**

Our ultimate goal is for you to walk away feeling like the show was one of the most epic days of your life. We want you to revel in your achievements, make lifelong connections, and, most importantly, feel like the best version of yourself.

So, join us at FMG International, where we invite you to be a part of 'Fitness, Glamour, and the Art of Aesthetics.' Our pledge is that when you exit our shows, you'll carry with you the memory of a day when you felt like the absolute, unequivocal star of the show.



Renata Massaccesi

Director
FMG UK

Alex Davies

Director
FMG UK

Pauline Newman

Vice President & Head Judge
FMG INTERNATIONAL

Ari Hamalainen

President & Owner
FMG INTERNATIONAL

ALPHA
WEAR

NEW MENS

THE LEVEL **UP** YOU NEED

30% OFF **4 DAYS ONLY**
SIZES XS-2XL



SALE PERIOD
16.08 - 19.08
ONLINE & IN PERSON

SCAN TO SHOP



SHOW SCHEDULE

FITNESS • MUSCLE • GLAMOUR

PRELIMINARY SHOW

AMATEUR FITNESS MODEL - BIKINI ROUND	T-WALK/COMPARISONS
PRO FITNESS MODEL - BIKINI ROUND	T-WALK/COMPARISONS
PRO FIGURE MODEL - BIKINI ROUND	T-WALK/COMPARISONS
AMATEUR BIKINI ATHLETIC MODEL - BIKINI ROUND	T-WALK/COMPARISONS
PRO BIKINI ATHLETIC MODEL - BIKINI ROUND	T-WALK/COMPARISONS
AMATEUR WELLNESS MODEL - BIKINI ROUND	T-WALK/COMPARISONS
AMATEUR MEN'S PHYSIQUE - SWIMWEAR ROUND	T-WALK/COMPARISONS
PRO MEN'S PHYSIQUE - SWIMWEAR ROUND	T-WALK/COMPARISONS
TRANSFORMATION MAKEOVER - BIKINI ROUND	T-WALK/COMPARISONS
PRO BIKINI MODEL - BIKINI ROUND	T-WALK/COMPARISONS
AMATEUR BIKINI MODEL - BIKINI ROUND	T-WALK/COMPARISONS



EVENING SHOW - FINALS

SHOW OPENING GALA

PRO BIKINI ATHLETIC MODEL - BIKINI ROUND	INDIVIDUAL T-WALK
AMATEUR BIKINI ATHLETIC MODEL - BIKINI ROUND	INDIVIDUAL T-WALK
AMATEUR WELLNESS MODEL - BIKINI ROUND	INDIVIDUAL T-WALK
PRO BIKINI MODEL - BIKINI ROUND	INDIVIDUAL T-WALK
AMATEUR BIKINI MODEL - BIKINI ROUND	INDIVIDUAL T-WALK.
AMATEUR MEN'S PHYSIQUE - SWIMWEAR	INDIVIDUAL T-WALK & AWARDS
PRO MEN'S PHYSIQUE - SWIMWEAR	INDIVIDUAL T-WALK & AWARDS
PRO FITNESS & FIGURE THEMWEAR ROUND	INDIVIDUAL T-WALK & BEST THEMWEAR AWARD
AMATEUR FITNESS THEMWEAR ROUND	INDIVIDUAL T-WALK & BEST THEMWEAR AWARD
TRANSFORMATION MAKEOVER	INDIVIDUAL T-WALK & AWARDS
PRO BIKINI & ATHLETIC MODEL EVENING GOWN	V-WALK & BEST EVENING GOWN & AWARDS
AMATEUR BIKINI, ATHLETIC & WELLNESS MODEL EVENING GOWN	V-WALK & BEST EVENING GOWN & AWARDS
PRO FITNESS MODEL - BIKINI ROUND	INDIVIDUAL T-WALK & AWARDS
PRO FIGURE MODEL - BIKINI ROUND	INDIVIDUAL T-WALK & AWARDS
AMATEUR FITNESS MODEL - BIKINI ROUND	INDIVIDUAL T-WALK & AWARDS.

ALPHA
WEAR

NEW WOMENS

THE LEVEL **UP** YOU NEED

30% OFF **4 DAYS ONLY**
SIZES XS-L



SALE PERIOD

16.08 - 19.08

ONLINE & IN PERSON

SCAN TO SHOP



BIKINI MODEL

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Bikini models should have a toned and small waist/midsection, along with tight abdominal control and no bloating or distension shown in side poses. They should also have full, shapely, and firm glutes without any dimpling. The glutes should remain full and firm even while walking on stage. A small amount of upper body development, including a slight roundness to the shoulders (cap) and back width, will help enhance an hourglass shape.

Overall, the judges are looking for a desirable shape, curves, and an hourglass silhouette. In addition to this, they are also looking for overall beauty, effortless posing, and stage walk, as well as confidence on stage.

PREJUDGING

Bikini round

EVENING FINALS

Round 1 – Bikini Round

Round 2 – Evening Gown Round

SCORING

70% Physique

30% Posing, beauty & overall stage presentation



DALVENE LUMBERA

TAHNEE SHEEHAN

ERIN JAMES

BIKINI ATHLETIC MODEL

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Bikini Athletic models should be curvier and more conditioned than a bikini model, without the muscle size and separation of a fitness model.

They should have capped shoulders, back width, slight quad separation, and glute/hamstring tie-ins. They must have toned waist, tight abdominal control, and full, shapely, and firm glutes.

In addition to this, they are also looking for overall beauty, effortless posing, and stage walk, as well as confidence on stage.

PREJUDGING

Bikini round

EVENING FINALS

Round 1 – Bikini Round

Round 2 – Evening Gown Round

SCORING

70% Physique



30% Posing, beauty & overall stage presentation



KAYLA EATHER

TAYLA HICKS

LIBBY POWELL

WANNA BE THE NEXT SUCCESS STORY



DEN BLANKEN

TEAM

WHO ARE WE?

We are a team of experts and pro athletes with over 20.000 successful client transformations. We work with the top of the fitness industry to provide the highest level of coaching every time. We also have one of the largest online coaching companies in the Netherlands.

SIMPLE. CLEAR. RESULTS. MOTIVATING.

WHAT DO YOU GET?

- Customized nutrition plan (Daily adjustments - if needed)
- Customized workout plan (Daily adjustments - if needed)
- Weekly video feedback
- Access to Teambuildr app
- Access to special member portal
- Access to special community
- 1x Start training in home gym den Blanken
- 1x Biomechanics training workshop
- Optimal recovery assessment (HRV & Sleep)
- Special customized courses if needed



WELLNESS MODEL

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Wellness models should have a fuller but firm lower body, with more upper body muscle development compared to bikini models. They should have a small, toned waist and well-developed lower body with extreme curves in the legs and glutes. There should be shape and sweep to the quadriceps, with some visible separation in front poses, and balance between quad and hamstrings.

Wellness models should maintain tightness and tone of the skin without dimpling in the legs and glutes.

PREJUDGING

Bikini round

EVENING FINALS

Round 1 – Bikini Round

Round 2 – Evening Gown Round

SCORING

70% Physique

30% Posing, beauty & overall stage presentation



SIAN HOLMES

ABBIE SLAVIN

CHANEL BILLEAU



RMA
Renata Massaccesi 
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FITNESS MODEL

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Fitness models should have a balanced physique, X shape frame, good shoulder to waist ratio, and definition through the back. They should have visible separation in the quads and lines between the quads and hamstrings. Visible abdominal muscles, toned small waist/midsection, and no bloating are important.

Fitness models should have an even balance from top to bottom in muscle density and condition. They should be less muscular and conditioned than figure models but more developed than bikini athletic models.

PREJUDGING

Bikini round

EVENING FINALS

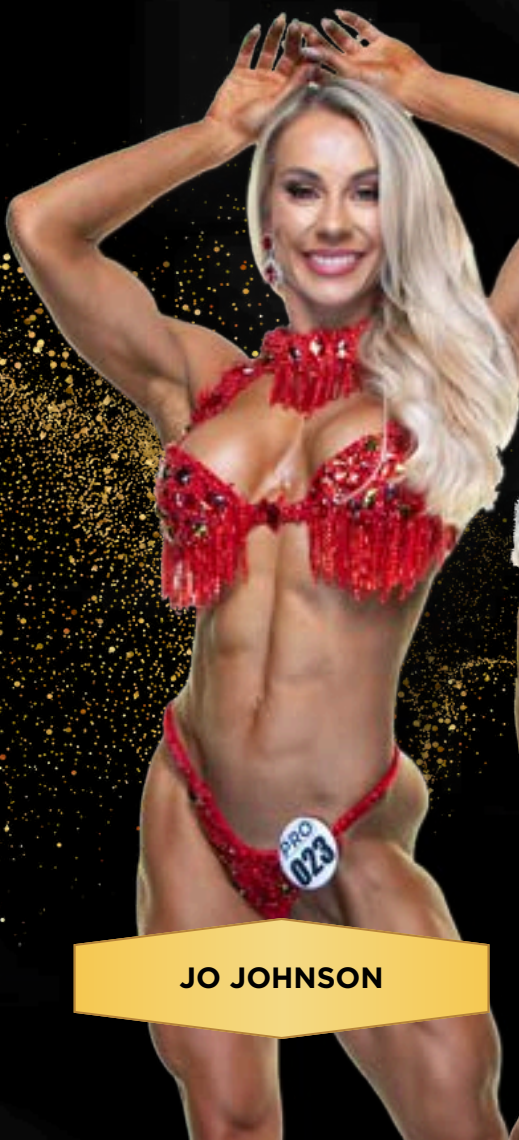
Round 1 – Themewear

Round 2 – Evening Gown Round

SCORING

70% Physique

30% Posing, beauty & overall stage presentation



JO JOHNSON



HATTIE BOYDLE



SHAUNY HAMON



**TOBY HARRISON
PHOTOGRAPHY**



BOOK YOUR SHOOT - DM @TOBY.HARRISON

FIGURE MODEL

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Figure models are expected to have a well-balanced physique, with a focus on conditioning. They should have an X-frame shape with wide shoulders, capped delts, a small waist, and well-developed legs.

Additionally, they should have capped shoulders, a good shoulder-to-waist ratio, and defined muscles in the back. The quads should be separated in front poses, while the lines and distinctions between the quads and hamstrings should be visible in side poses. The glute and hamstring tie-ins should be visible in rear poses. The midsection should be toned with tight abdominal control,

PREJUDGING

Bikini round

EVENING FINALS

Round 1 – Themewear

Round 2 – Evening Gown Round

SCORING

70% Physique

30% Posing, beauty & overall stage presentation



TRACEY DEFFERRARD

ASHA COULTHARD

BELINDA CROXFORD

MEN'S FITNESS

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For men's fitness competitors, a balanced physique from upper to lower body with a focus on even conditioning is crucial. The upper and lower body should be equally toned, with wide shoulders and back to create a V taper appearance. A small waist and tight defined midsection with visible abdominal muscles (six-pack and obliques) should be maintained, with no bloating or distension displayed in front and side poses. Clear muscle separation and striations in the quads, separation between the quads and hamstrings in side poses, and visible hamstring separation should be achieved.

Confident masculine style posing and stage presence is also essential.

PREJUDGING

Swimwear round (square cut trunks).

EVENING FINALS

Swimwear round (square cut trunks).

SCORING

70% Physique

30% Posing, beauty & overall stage presentation



ALEX INESON

LIAM BURNHAM

LUKE RICHARDSON

MEN'S PHYSIQUE

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Men's Physique competitors must have a symmetrical and well-proportioned physique with round and full muscle bellies. They should have broad shoulders and back, a small waist, visible abs, and tight abdominal control. The quads must show muscle separation and striations with a balanced sweep to the outer quad, and there should be visible separation between the quads and hamstrings.

Lastly, a confident and masculine-style posing and stage presence is a must to showcase their physique to the judges.

PREJUDGING

Swimwear round (square cut trunks).

EVENING FINALS

Swimwear round (square cut trunks).

SCORING

70% Physique

30% Posing, beauty & overall stage presentation



FRANZ AREVALO

LUCAS SEHNOUN

HEMANT CHAND

MEN'S MUSCLE

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Male muscle competitors must have round and full muscle bellies with even conditioning through the upper and lower body, wide shoulders and back, and a small waist. They must display visible abdominal muscles and no bloating/distension in front and side poses. The quads should be balanced with a sweep to the outer quad and clear muscle separation and striations. Separation between the quads and hamstrings and visible hamstring separation are also crucial.

Men's muscle competitors should exhibit confident, masculine-style posing and stage presence, using either a combination of open and closed fist posing or all closed fist posing.

PREJUDGING

Swimwear round (square cut trunks).

EVENING FINALS

Swimwear round (square cut trunks).

SCORING

70% Physique

30% Posing, beauty & overall stage presentation



KYLE MARTENS

DAN MAZZOLA

CHRIS WEBB

TRANSFORMATION MAKEOVER

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At FMG International, we understand that achieving health and success can often be challenging, especially for those who have experienced trauma, tragedy, or hardship. That's why we've created the Transformation Division, which allows individuals still on their journey towards a healthier lifestyle to showcase their progress.

We believe that transformation is a remarkable journey encompassing physical, mental, emotional, or life-changing experiences that have a lasting impact. In this division, we invite anyone with a remarkable story to share it. Whether you've overcome an illness, loss, trauma, or addiction, if your message is powerful enough to inspire others, we encourage you to register for the Transformation Division. This is judged based on the physical transformation and the obstacles that were overcome to accomplish it.

PREJUDGING

Swimwear Round

(square cut trunks for males, bikini for females)

EVENING FINALS

Evening wear

Round (suits for males, evening gown for females).





VISIT OUR WEBSITE FOR MORE INFORMATION FMGSHOWS.COM