



SONYIA BARING  
GRAHAM



**MEDIA KIT**

FERRELL PHELPS



# OUR STORY

## HOW A VISION BECAME A MOVEMENT

In 2016, award-winning photographer Ferrell Phelps launched The Skin I'm In Project & Exhibition — a groundbreaking artistic series capturing the raw, unfiltered beauty of humanity across every skin tone, ability, and background.

What began as a creative exploration soon became a community-shifting experience, and by 2019, the exhibition's impact was undeniable. Those photographed spoke of newfound confidence, while attendees described seeing humanity reflected towards them for the first time.

Among those inspired was Sonyia Baring Graham, a business strategist, author, and marketing visionary, who witnessed how the project united and healed through visibility and inclusion. Recognizing its potential to drive global change, she joined forces with Ferrell to expand the vision.

Together, they founded the Skin I'm In® Model & Talent Agency in early 2020 — just two months before the world shut down due to COVID-19. What could have halted progress instead became a testament to purpose and resilience. Through innovation, adaptability, and faith, the agency not only survived but grew — transforming obstacles into opportunities.

Now, five years later, Skin I'm In® continues to thrive as a powerful movement — where inclusion isn't a category, it's a culture, and every face, every body, and every story has a place on the stage.



**“Every BODY should be represented”**



# ABOUT THE FOUNDERS

## Sonya Baring Graham

CEO & Co-Founder, Skin I'm In® Model & Talent Agency

Sonya Baring Graham is an entrepreneur, author, speaker and purpose-driven leader known for turning ideas into movements. Before co-founding Skin I'm In®, Sonya made history managing Olympic Silver Medalist Nia Abdallah, where she secured the first-ever Nike endorsement for a martial artist — breaking barriers in sports representation and brand inclusion.

Her ability to recognize potential and elevate voices that redefine industries became a hallmark of her leadership. After witnessing the transformative power of The Skin I'm In Exhibition in 2019, she envisioned a future where inclusion could be both celebrated and systematically built into the creative, fashion, and entertainment industries. With a background in marketing, branding, and organizational leadership, she helped evolve Skin I'm In® from an art series into a full-scale agency, event platform, and global movement for Universal Humanity.

Sonya Baring Graham is also a recipient of the Presidential Lifetime Achievement Award, in recognition of her lifetime commitment to service, empowerment, and social impact.



## Ferrell Phelps

President & Co-Founder, Skin I'm In® Model & Talent Agency

Ferrell Phelps is an acclaimed photographer, artist, speaker, creative director, and cultural storyteller whose lens has captured the power of human emotion for over three decades. His impressive photography portfolio includes work with renowned celebrities such as Destiny's Child and Shaquille O'Neal. His acclaimed documentary book, 'In My Lifetime,' pays tribute to President Barack Obama and is honored with a place in the White House.

Ferrell's groundbreaking Skin I'm In Project forever changed the landscape of representation by celebrating those once left unseen. He continues to use his artistry to challenge perceptions, redefine beauty, and amplify belonging through every image and initiative.

Ferrell Phelps is also a proud recipient of the Presidential Lifetime Achievement Award, honoring his decades of creative excellence and community impact.



# ABOUT THE AGENCY

## About Skin I'm In® Model & Talent Agency

**Founded:** 2020

**Headquarters:** Houston, Texas

**Mission:** To redefine representation in fashion, media, and entertainment by championing inclusion, visibility, and equity.

### Who We Represent:

Our agency proudly represents adaptive models, individuals with vitiligo, albinism, and autism, as well as talent of all ethnicities, body types, genders, and ages. Every individual is a reflection of strength, beauty, and truth — together illustrating the full spectrum of humanity. Our motto is Every BODY Should Be Represented.

### What We Do:

- Model & Talent Representation
- Inclusive Casting & Creative Direction
- Brand Partnerships & Campaign Development
- Education & Speaking
- Community Outreach

### Community Impact & Partnerships

At its heart, Skin I'm In® is a social-impact brand dedicated to expanding opportunity and representation. Through community engagement, youth mentorship, and strategic partnerships, the agency collaborates with organizations that promote inclusion, access, and empowerment across industries.

These alliances are chosen with purpose — uniting leaders, brands, and changemakers who believe that representation is not optional, but essential.

“Our mission is not to fit into the world of fashion and entertainment — it's to expand it.” — **Sonyia Baring Graham**

### The Movement for Universal Humanity

Skin I'm In® is not just a brand — it's a declaration of visibility, acceptance, and belonging. Through fashion, media, and creative storytelling, the movement continues to challenge bias, elevate self-worth, and create space for every person to be seen as they are.

“When you see yourself represented, you begin to believe that you belong.” — **Ferrell Phelps**



*Designer Muroj Negha from Czech Republic showcasing her Adaptive Line*

**Founded Annual Blanket and Sock Drive for the unhoused in 2020:** We host drive-thru collections and deliver the items directly to the unhoused.

**Skin I'm In® Fashion Week:** Where Fashion Meets Purpose.

Each year, Skin I'm In Fashion Week brings together designers, brands, artists, and advocates to celebrate inclusion and universal humanity. Featuring adaptive and emerging models, immersive art, and mission-driven fashion, it's more than a show — it's a statement.

With over 300 attendees annually, the event raises awareness and recognition for people and organizations advancing inclusion and empowerment.

### Experience Highlights:

- Immersive runway and impactful art installations
- Inclusive fashion showcases with adaptive and multi-dimensional talent
- VIP meet-and-greet and community mixer
- Recognitions through The Skin I'm In Movement, Scholarship Award, overcomers & humanity award.

Our Goal is to take this event on the road annually to several cities to spread awareness and change lives.



Agency Adaptive Model:  
Ford Commercial



HARDCORV TM



HARDCORV TM



HARDCORV TM

Adaptive Line  
Designer Muroj Negha



# PRESS HIGHLIGHTS & MEDIA FEATURES

- Television: KHOU 11, The CW,  
Click2Houston-Houston Life, Fox26houston-  
Chattin With Chelsea

- Print & Digital: Houston Style Magazine,  
Voyage Houston, Shoutout HTX

- Events: Featured on Houston's leading  
fashion and cultural stages

- Collaborations: Strategic partnerships  
with organizations and leaders advancing  
inclusion

## Available For:

- Keynotes and Panels on Inclusion,  
Representation, and Empowerment
- Media Features & Brand Collaborations
- Corporate & Educational Engagements
- Fashion, Art, and Culture Discussions

## Signature Topics:

- The Evolution of Representation in Fashion
- Turning Art into Advocacy
- Building Purpose-Driven Brands
- Universal Humanity: The Next Era of  
Inclusion

## Media Contact

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*Representation Matters, photo credit Ferrell Phelps*

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Loving The Skin You're In  
fox26houston

<https://www.fox26houston.com/video/1731649>

Modeling agency celebrates unique talent  
click2houston

<https://bit.ly/HoustonLifeInterview>

Home of  
Skin I'm In Fashion Week, Exhibition & Gala -  
[www.skiniminfashionweek.com](http://www.skiniminfashionweek.com)

