

LESSON 8

THE FASHION IMAGE

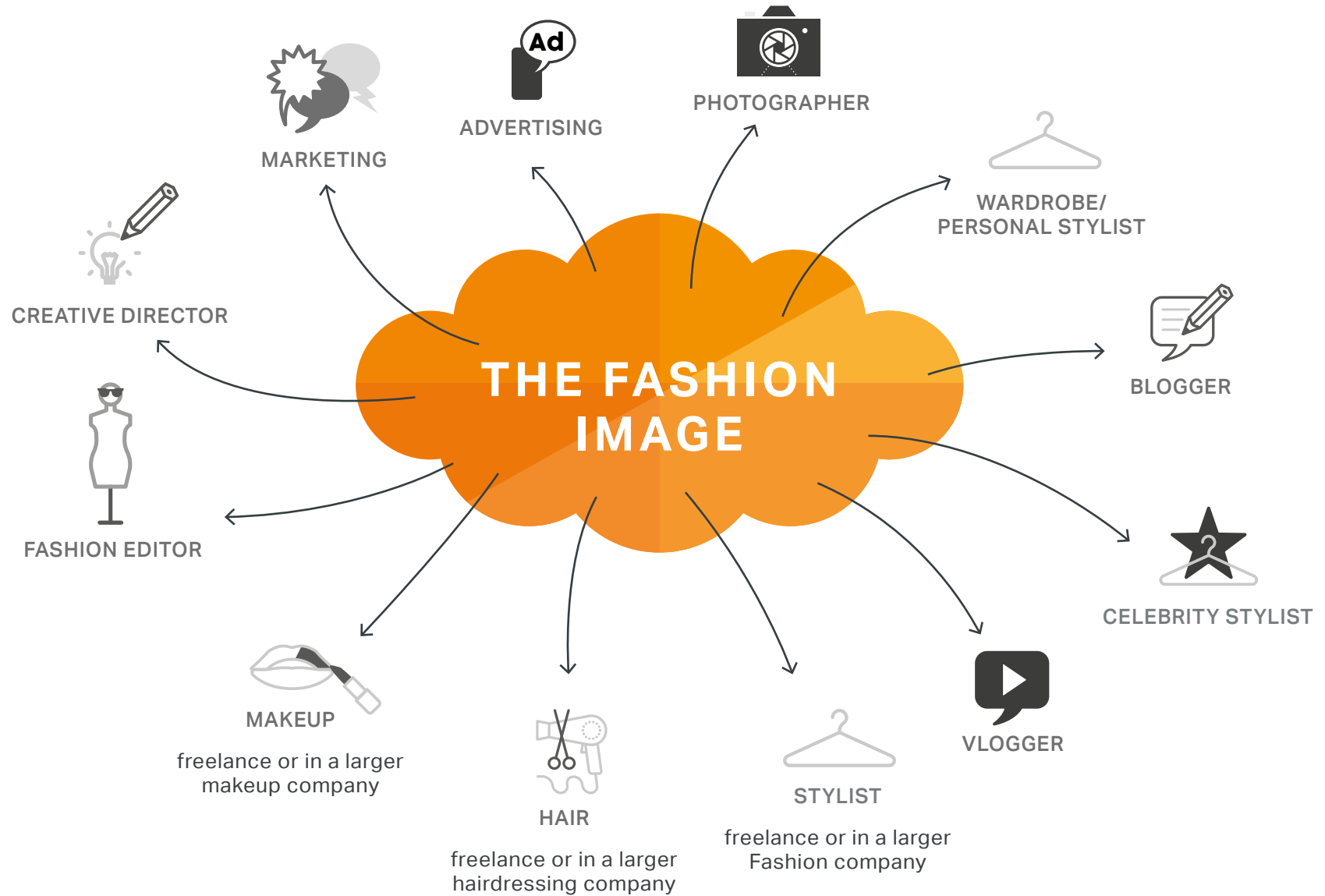
In this lesson you will:

- ♦ learn what's involved in a fashion shoot
- ♦ conduct a mini fashion shoot





CAREERS THE FASHION IMAGE IN THE REAL WORLD





DISCOVER: THE FASHION IMAGE SETTING THE SCENE

Fashion images are used to sell specific garments and promote a brand.

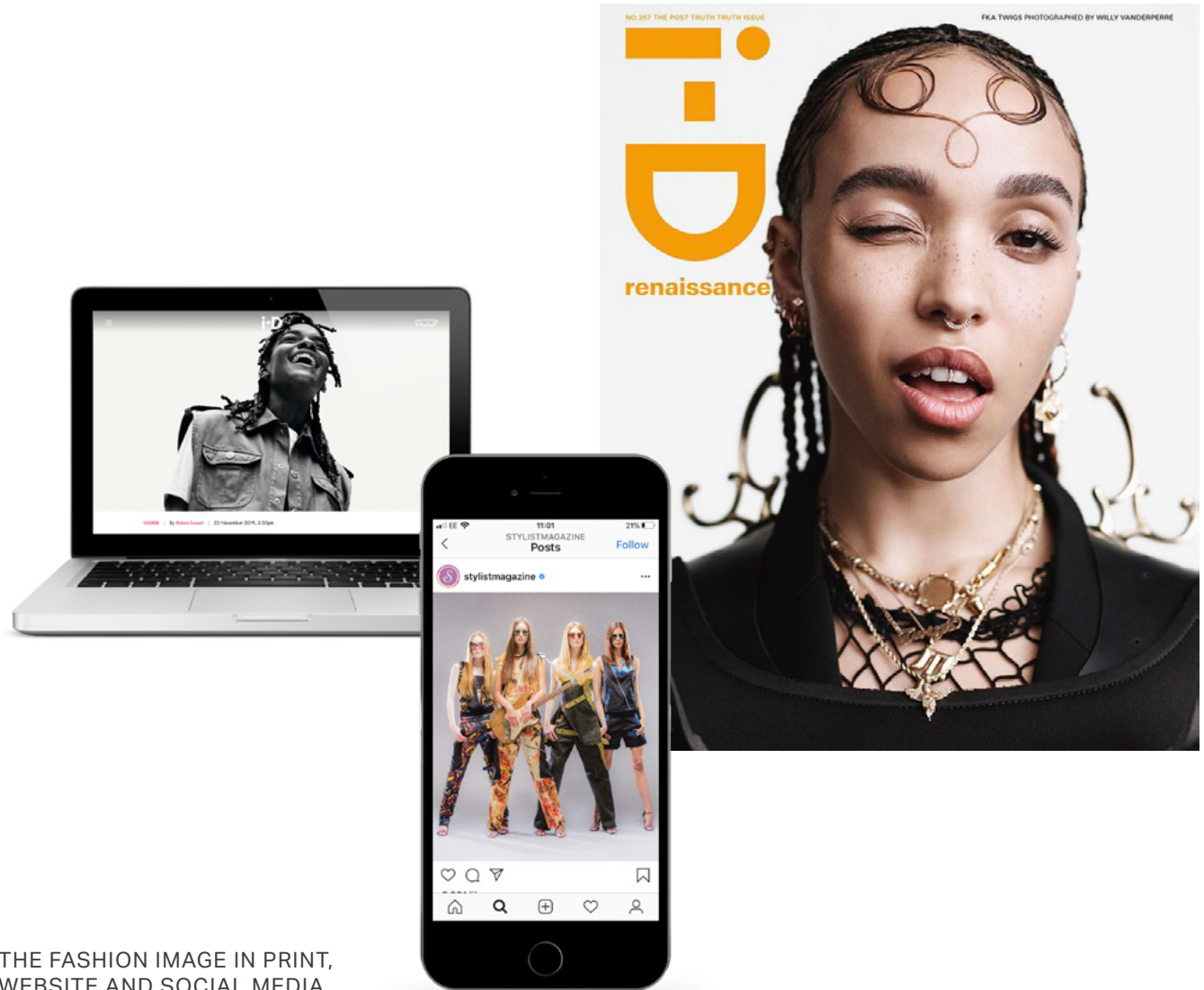
Fashion images are published in a range of ways – in magazines such as **stylist**, **i-D** or **Vogue**, on-line and in print.

Fashion images are used for advertising campaigns on TV, in print and online.

Fashion is key to:

- ♦ music videos
- ♦ celebrity public appearances
- ♦ public figures.

In this lesson you will study different ways to style clothes and plan a shoot aimed at a specific customer.



THE FASHION IMAGE IN PRINT,
WEBSITE AND SOCIAL MEDIA



DISCOVER: THE FASHION IMAGE SETTING THE SCENE continued

Carnaby Street (just off Regent Street) is a popular street in central London, home to many fashion stores. In the 1960s it was the home of Mods, Skinheads, Punks and New Romantics. Consequently Carnaby Street is referred to as an epicentre of culture and lifestyle in London's West End. Over the years Carnaby Street has nurtured style culture and youth fashion, witnessing many different styles of fashion.

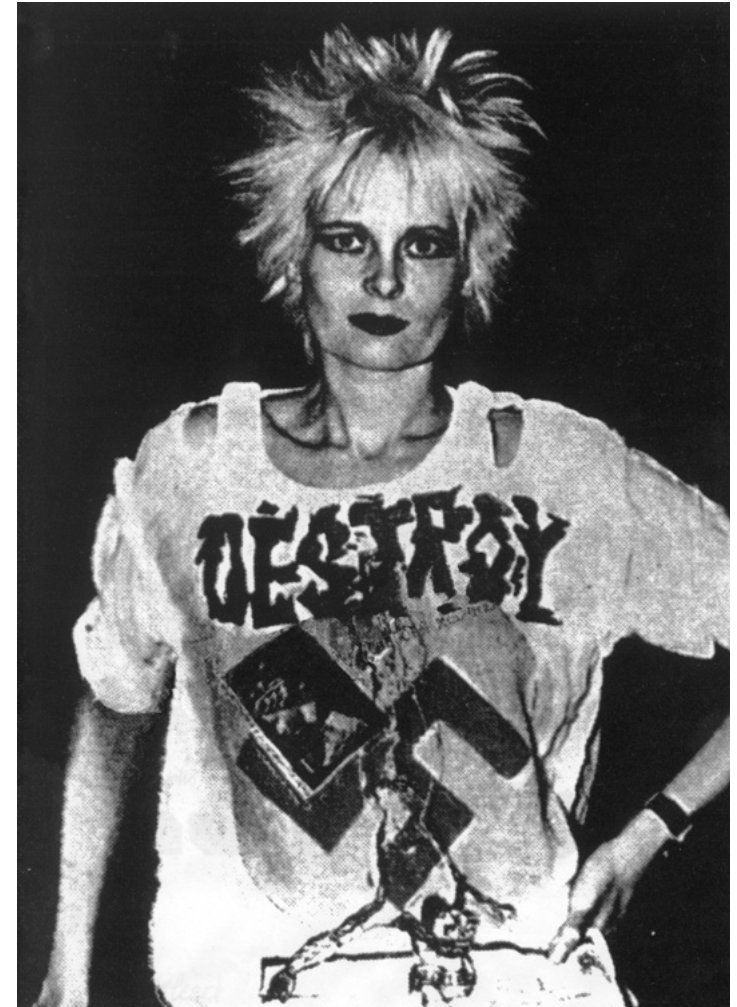


Image courtesy of Vivienne Westwood



DISCOVER: FASHION STYLISTS SETTING THE SCENE continued

Fashion Stylists curate looks to photograph using clothes from a range of different designers.

The stylist selects garments and accessories for:

- ♦ editorial features in magazines
- ♦ television advertising campaigns
- ♦ music videos
- ♦ concert performances, and
- ♦ public appearances by celebrities, models or other public figures.

A stylist often works freelance.

A stylist can also work for a company such as ASOS, Vogue or Topshop.

Fashion Stylists collaborate with **the fashion designer, photographer/director, hair stylist** and **makeup artist** to put together a particular look or theme for the specific project.

Grace Codington

Grace Codington is a famous stylist who has created some iconic images over her long career. She currently works for American Vogue.





DISCOVER: UNDERSTANDING WHAT YOUR IMAGE IS FOR SETTING THE SCENE

The cover image is a critical marketing tool that must grab the attention of the readers.

Today, magazines and newspapers are competing for the attention of readers with free online content.

The front page – be it online or on a magazine or newspaper – is still one of the most influential marketing tools.

i-D – a British magazine dedicated to fashion, music, art and youth culture – has created it's own front cover identity. The cover always have some reference to winking. This has become its trademark.

British Vogue have had a long reign as being one of the world's most recognisable fashion magazines and it's front cover has had an enviable reputation.





DISCOVER: PREPARING FOR A PHOTOSHOOT (compulsory) ACTIVITY 8A

Taking the t-shirt or garment created in lesson 5 you will create an image that represents your product.

You will need to:

- ♦ decide where you would expect the image to be published (for example: a landing page for a website, a specific magazine, a look book).
 - ♦ style your t-shirt with clothes you are wearing
- or
- ♦ prepare for the lesson by planning outfits for your homework and bringing items in to class to work with.

You can work using a phone camera and use props, accessories, hair styling and make up to compliment your model's look.

Photograph the garment in a variety of poses and angles to for a range of outcomes.

Plan and prepare for the shoot. Brainstorm and carry out research collecting reference images such as:

- ♦ locations and backgrounds
- ♦ styles: such as colour, black and white, reference to an era or sub culture
- ♦ poses: Is the model moving, in a dynamic shape, still
- ♦ make-up
- ♦ hairstyles.

Try a range of simple hairstyles and different poses.

<https://youtu.be/gmT55KoJFxx>



FASHION SHOOT BEHIND THE SCENES

Stills from: BA Fashion Design ©London College of Fashion



DISCOVER: PREPARING FOR A PHOTOSHOOT (compulsory)
ACTIVITY 8A continued

To help with research you can look at a number of different magazines:

Vogue Girl Japan



Launched in 2011, Vogue Girl is a leading new-generation media brand for millennials and Generation Z. The publication is digital only reaching its younger target audience positioning Vogue Japan as an integrated media brand.

<https://voguegirl.jp>

<https://www.instagram.com/voguegirljapan/>

GQ and GQ style



Leading men's fashion and lifestyle magazines published by Conde Nast.

www.gq-magazine.co.uk/fashion

www.instagram.com/gqstyle

Stylist Magazine



Stylist magazine is a free publication that is distributed at underground stations across London. It is a good example of journalism and editorial images that promote fashion brands.

www.stylist.co.uk/fashion

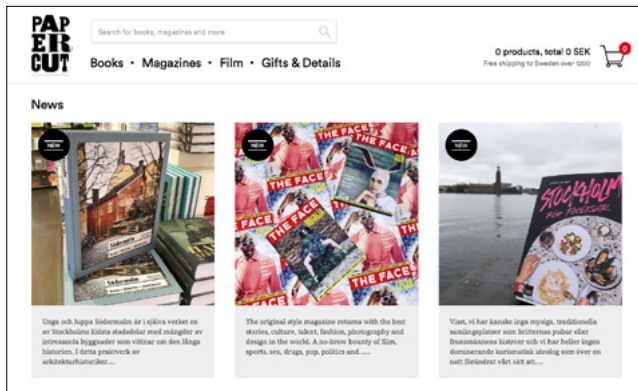
www.instagram.com/stylistmagazine/



DISCOVER: PREPARING FOR A PHOTOSHOOT (compulsory) ACTIVITY 8A continued

Well-known magazine stores:

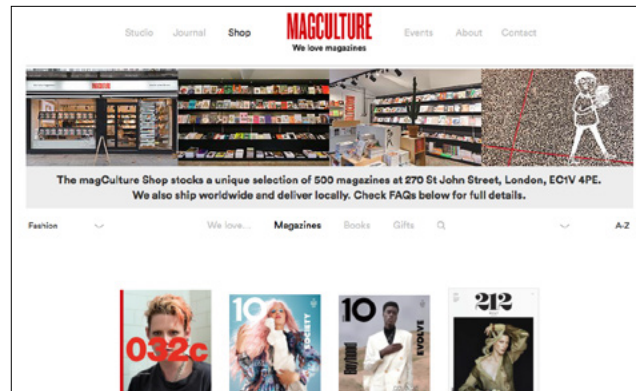
Papercut



Papercut is a website that sells a number of influential magazines. It is a good place to browse for inspiration and to see the wide range of publications available.

https://papercutshop.se/butik/?product_cat=magazines&order_by=latest&subcategory=fashion

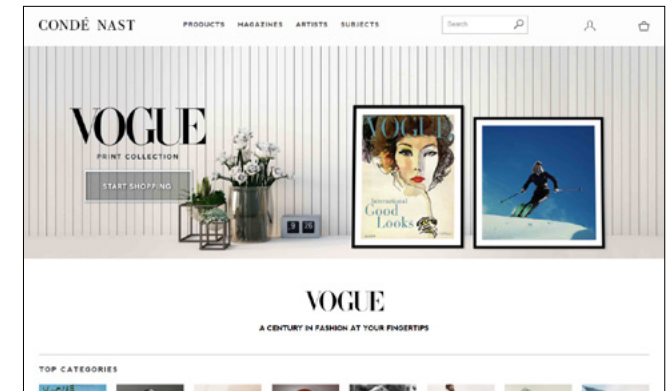
Magculture



Magculture is a magazine store.
270 St John St, Clerkenwell, London
EC1V 4PE

<https://shop.magculture.com/collections/magazines/fashion?>

Conde Nast Publishers



Conde Nast has an online store and an international store in Central London.

<https://condenaststore.com/>

Condé Nast International Worldwide News store at Vogue House, 1-2 Hanover Square, London.



DISCOVER: PREPARING FOR A PHOTOSHOOT (compulsory) ACTIVITY 8A continued

You should use the corresponding workbook template to brainstorm ideas for your shoot.

As shown opposite, use found images and write down a number of different ideas using web searches and magazine research.

Consider your own brand and customer and where the image will be published:

- ♦ locations and backgrounds
- ♦ styles: such as colour, black and white, reference to an era or sub culture
- ♦ poses: is the model moving / in a dynamic shape / still
- ♦ make-up
- ♦ hair styles
- ♦ media: where it will be published
- ♦ format: what size /shape will final images need to be?

Then choose three places where your images will be published and decide what shape and size your image should be.

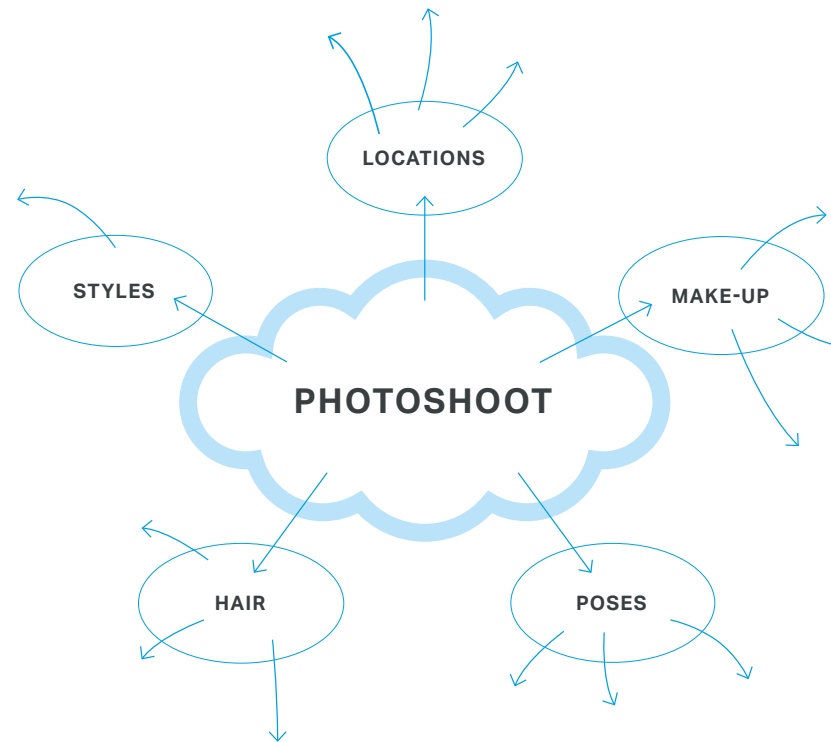




DISCOVER: PREPARING FOR A PHOTOSHOOT (compulsory)
ACTIVITY 8A continued

Photoshoot mind map

Brainstorm ideas for your shoot here:





DISCOVER: PLANNING FOR DIFFERENT MEDIA CHANNELS (compulsory) ACTIVITY 8B

Consider the size and shape the final image will need to be – different platforms require different shaped images.

For example:

- ◆ a magazine cover will be similar to an A4 sheet of paper
- ◆ an image for Instagram needs to be square; and
- ◆ the banner on a website needs to be the shape of a letterbox.

You should consider where your customer is most likely to see your images.

You should consider how you can crop a picture or take different versions.

Discuss and record the information in your shoot plans.





DISCOVER: PLANNING FOR DIFFERENT MEDIA CHANNELS (compulsory)

ACTIVITY 8B continued

Consider the size and shape the final image will need to be – different platforms require different shaped images.

You should consider where your customer is most likely to see your images. Think about how you can crop a picture or take different versions.

Discuss and record the information in your photoshoot mind map.



Choose three places where your images will be published and decide what shape and size your image should be:

1.

2.

2.



EXPLORE: FIELD TRIP TO FASHION AND TEXTILE MUSEUM LONDON ACTIVITY 8C

You should complete the task sheet in the your workbook during your visit or upload onto your blog.



Fashion and Textiles Museum

Founded in 2003 by iconic British designer Zandra Rhodes, Fashion and Textile Museum hosts exhibitions and events providing inspiration, support and training. The museum was designed by Mexican architect Ricardo Legorreta and is now part of Newham College London.

www.ftmlondon.org/schools-and-colleges/



R: FASHION AND TEXTILES MUSEUM L: ZANDRA RHODES



EXPLORE: FIELD TRIP TO FASHION MUSEUM LONDON
ACTIVITY 8C continued



IMAGE, DRAWING OR DESCRIPTION	NOTES	INSPIRATIONS FOR YOUR PHOTOSHOOT
<p>Pick three outfits or images that interest you. Make notes, take pictures, and make drawings here.</p> <hr/> <p>Outfit 1</p>	<p>The pose of model or mannequins; hair; make up; garment combinations; locations if appropriate; accessories such as hats or handbags</p>	<p>Write down how this research has provided more inspiration for your photoshoot</p>
<hr/> <p>Outfit 2</p>		
<hr/> <p>Outfit 3</p>		



CONNECT: THE PHOTOSHOOT ACTIVITY 8D

Now its time to style and carry out your shoot following your plan created in activity 8A, B and C.

If you have been working in groups, nominate who has which role below:

- ♦ stylist
- ♦ photographer
- ♦ photographers assistant
- ♦ model/s
- ♦ brand manager or creative director.

If you are working individually you will need to pair up to undertake the shoot.

Once you have your images you can create your own front page or magazine layout.

The templates can be printed on acetate and placed over your images to create a magazine cover.

You can then photograph the template with your image and add it to your blog or workbook.

Digital alternative

You can also try one of these online apps to make a magazine cover:

<https://play.google.com/store/search?q=magazine%20cover%20maker&c=apps>

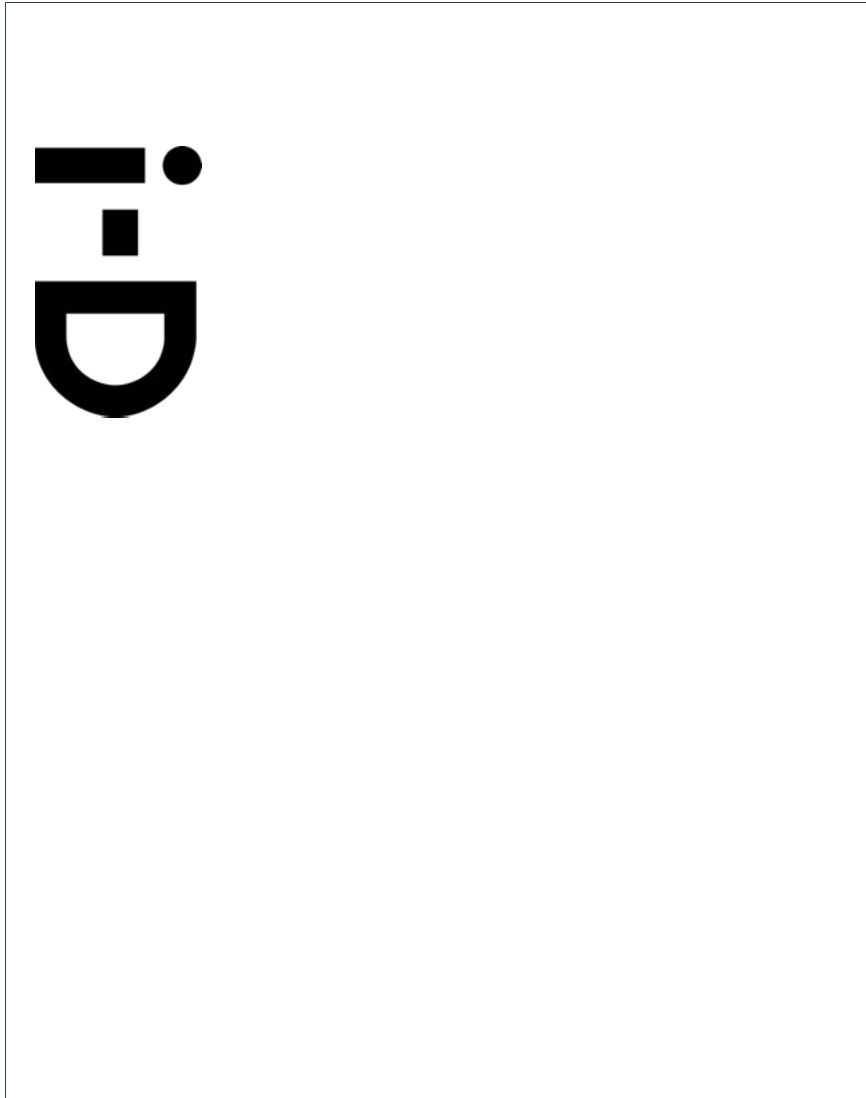
<https://www.canva.com/templates/magazine-covers/fashion/?page=3>





CONNECT: THE PHOTOSHOOT
ACTIVITY 8D continued

Magazine cover templates





CONNECT: 2D SELF PORTRAIT / i-D COVER (optional) ACTIVITY 8E

1. Collage Magazine Cover

Using the photographs from the styling session, create a magazine cover image using mixed media and collage. It will create a cover that reflects your own brand personality or style.

Try photo manipulation; cut up/draw over/ collage over/trace over your photos.

Draw a magazine logo or cut out from existing covers.

You can work in teams or individually.

You will need :

- ♦ magazines
- ♦ paint colours
- ♦ images from your t-shirt shoot or pictures of your garment.

2. Illustration

You can also illustrate your looks to give an idea of your brand concept and consumer.

Illustration is a powerful tool used by designers and fashion magazines to add another element of desirability and artistic understanding to a brands collection. Designers or magazines and illustrators often collaborate to create an image.



EXAMPLE COVER ARTWORKS
Student work from International Introduction to the study of Fashion Course, LCF



CONNECT: THE FINAL PRESENTATION ACTIVITY 8G

In the fashion business world, you are often asked to present your ideas to others. Presenting is therefore an important skill to master.

Your weekly activity in your blog or worksheets will help you with your end of nine-lesson session presentation.

OPTION 1

At the end of lesson 8:

Show your group journey so far and indicate what you have learnt.

- ♦ present your styled images: the visuals; the front cover; the images taken in the street/local area
- ♦ compare your images, explaining how the images relate to the concept of the brand (identified in lesson 3 and the customer (identified in lesson 2)
- ♦ choose your preferred image that best represents their brand and explain why.





CONNECT: PERFORMING AND EVALUATING ACTIVITY 8H

The discussion questions opposite could be considered whilst you watch each group presenting. Discussions could be as a whole class or small group discussion.

Each group's answers could be verbal or written on the board, flip chart or in their workbooks.



If you WATCHED the presentation:

- ♦ Did you enjoy the presentation?
- ♦ What did you like most about the work presented?
- ♦ Would you buy clothes from a brand now you've seen the photoshoot?
- ♦ What skills do you think are needed to style a photoshoot?



If you GAVE the presentation:

- ♦ How did you feel the presentation went?
- ♦ What went well when presenting?
- ♦ What could have been improved on when presenting? (Consider: speed of delivery, images used in the slides, content)

Evaluate your progress in your workbooks or your blog space.



CONNECT: LESSON REFLECTION WORKSHEET ACTIVITY 8i

Reflecting on the branding activities will help you better understand what you have learnt. Take time to answer the below questions and reflect on your learning experience.

1. What did you find out about styling and phtotshoots?

2. What new skills did you learn?

3. What did you enjoy most?

4. What skills would you like to develop?

HOW WELL DID YOU...



focus on the activities?

discuss brands and what they mean to you?

come up with ideas?

link ideas together?

work cooperatively with others?
