

THE PHOTOGRAPHY OF FASHION

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ABSTRACT: The fashion catalog is considered one of the most essential types of photography, playing a major role in the fields of fashion design, styling, and branding. It contributes to the analysis of trends and styles, as well as to the enhancement of the identity of a collection. The relationship between fashion and photography is deep and complex; the two domains influence each other and feed off each other. What is the impact of photography on the field of fashion? This research aims to elucidate the relationship between fashion and photography and the role of a fashion catalog.

KEYWORDS: Fashion design, Brand identity, Fashion, stylist, trend

I. INTRODUCTION

There is no doubt that photography has attracted a lot of attention in our lives. But what is the impact of the photographic image in the field of fashion? The fashion industry is a creative field where aesthetics, innovation and communication are essential. In this highly competitive universe, fashion brands constantly seek to capture the public's attention and create images that convey their identity and vision. This is where photography plays an important role in fashion design. Fashion photography is not only about documenting clothes and accessories, but it is also a powerful way to tell stories, convey emotions and inspire consumers. Fashion images create unique visual universes that awaken the imagination and allow viewers to project themselves into a particular context.

II. METHODOLOGY

Analytical and experimental approach.

Photography, science and art : Photography is both "art" and "science". The science of photography is the use of chemistry and physics in all aspects of photography, in the camera and in each of its components, such as its lenses, flash and electronics. (www.johnlind.tripod.com) This is not a formula but as an indication, stunning images require three key factors that must be present at the same time: photogenic subject, superb technique and pleasant situation. If any of these factors are missing, the image suffers. (John & Barbra, 2005, p.24) But when it comes to art, it assimilates into images that have good composition and color, and are aesthetically pleasing; which also affect mood and emotions, and he also uses and applies the elements of photography according to the principles of "science" to achieve what the photographer desires.

Fashion, science and art : According to the Cambridge Dictionary, fashion is a popular style at any given time, especially in clothing, hair, and makeup. (dictionary.cambridge.org) Fashion is directional and commercial; it is at the forefront of design globally, while being a talent-hungry, image-dominated commercial industry that demands the best from design professionals and exposes their work to the world. Thousands desperately want to break into this arena, but few make it to the top. (Gurmit, 2010, p.8) Fashion is defined as what people agree to wear, a popular style or trend, especially in clothes, shoes, accessories, hairstyle or makeup. It is what people wore as a habitual and distinctive trend, which translates behavior into styles. Fashion is also the latest creations of textiles and accessories. Thus, fashion has two sides "art" and "science", it is not only about beauty. "Art" is defined as the conscious use of skill and creative imagination, especially in the production of aesthetic objects. While "fashion" is about constant change, transform; usually make or build with the use of imagination and ingenuity; the dominant style (as in dress) at any given time; a garment in such a style. (Angélique, 2012, p 43) So "fashion art" is concerned with design, colors, fabrics and accessories which are combined to create a beautiful outfit. But is fashion an art?

The definitions of "art" and "fashion" are similar. However, in recent years, fashion is no longer seen as an art form but as an ordinary functional quality of clothing or as a style. Previous studies have attempted to address the issue of fashion as art, but have never come to any clear conclusion. Moreover, in the studies, the researchers never created an actual work of art or clothing that would prove their theories. (Angélique, 2012, p 44) The other side of fashion is "science", fashion is an "Art" and it is a "Science". To be more precise, it is an artistic science and a scientific art of learning how to combine color, style, pattern and texture for an end effect suitable for the time, place and place. 'user. (GS, 2012, p.12) Which means the scientific part is to use design elements according to the principles of design, fashion is not only a beautiful suit, it depends on the study of aspects of the field, sources of prediction of the trends of the

fashion, behavior and human needs, so fashion is a social indicator that changes all over the world. Also when a fashion designer creates a design, it's not just the form, he must know how it will be applied, what are the fabrics, the colors, the accessories and who the customers are: the target.

Fashion photography : Fashion photography is a genre of photography devoted to the display of clothing and other fashion items like shoes, bags and jewelry, and it is most often reserved for advertisements of brands such as Dior, Versace or Adidas, and fashion magazines such as Vogue, Madame Figaro, or Elle. Traditional fashion photography has always been about making clothes look beautiful and flattering. "Today, fashion photography is more a matter of innuendo. It captures an atmosphere, a moment", (Catherine, 2000, p.17). Catherine Chermayeff's statement reflects a significant change in the approach to fashion photography during this period (1980 to the present day). While traditional fashion photography focused primarily on presenting clothing in a beautiful and flattering way (Figure 1), Chermayeff suggests that contemporary fashion photography has evolved to convey a mood or moment, often incorporating innuendo and of provocation. Photographic images do not only belong to the arts of space but also – and above all – to the arts of time. (Maria Giulia Dondero, 2013, p.82). This shift in perspective can be attributed to a variety of factors, including changes in the fashion industry, changing societal norms, and technological advancements. Fashion photography began to explore new avenues of expression, aiming to captivate audiences and convey a narrative beyond showcasing clothes. Instead of just showcasing clothing, photographers began to focus on bringing emotions, telling stories, or challenging societal conventions through their images. By incorporating innuendo and capturing specific moods or moments, fashion photographers aimed to create a sense of intrigue and engage the audience on a deeper level, to raise awareness, (Figure 2 - 3). The images often conveyed a certain atmosphere, aesthetic, ethic, moral or attitude, which complemented the garments presented. This approach allowed for a more dynamic and creative representation of fashion, breaking away from the traditional formula of static poses and conventional beauty standards (Figure 4).



Figure 1: ALEKSANDRA, taken by Mario Testino www.mariotestino.com



Figure 2: United Colors of Benetton campaign bets on the plurality of skin colors of models and equally colored clothing © Benetton – 1985

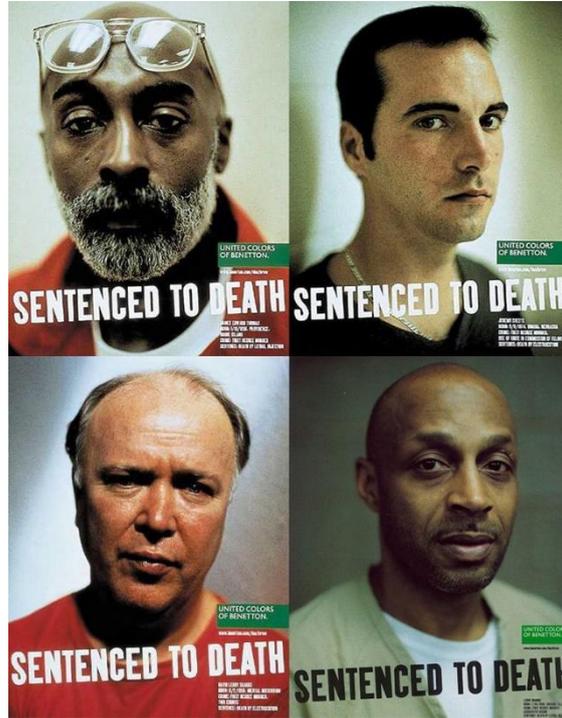


Figure 3: Poster of American prisoners on death row, intended to stimulate debate around the death penalty © Benetton – 2000



Figure 4: advertising campaign for the lingerie brand “Sans Complexe”, launched on March 8, 2022

One of the reasons fashion photography may not provide explicit explanations is to allow viewers to interact with the images on a personal level. Leaving room for interpretation. The photographs encourage individuals to bring their own experiences, perspectives and emotions into the story. This ambiguity can spark conversations, spark curiosity, and challenge conventional notions of beauty and style. Engaged fashion photography creates an image that has a story and contains a message for the consumer; this message comes from the components of the image, the mood, the poses of the models and accessories, and every change on these things makes a difference in the meaning and the message. Because fashion photography is a science that has principles and standards related to the history and identity of the brand, so it's not just photography. Also it can often convey a sense of mystery and depth, leaving room for interpretation and personal reflection. The enigmatic nature of these images can capture the imagination and bring a wide range of emotions and thoughts. While some may find it interesting, others may be disappointed by the lack of explicit explanations or clear meanings. It is important to remember that art, including fashion photography, can be subjective and different interpretations and reactions are valid.

III. RESULTS AND INTERPRETATION

The main markets for fashion photography are magazines and advertising campaigns. Fashion photography can also be applied to various industries, such as a casual, comfortable outfit used in a fitness magazine or a nutrition article or trending photographs in an in-store advertising campaign. (Luis, 2012, p. 37) Also, one of the most important types of fashion photography is cataloging, as it directly affects brand customers and can increase brand profits. So, the catalog is not only art but also commercial photography. And this research shows what a catalog is and how it should be created.

The brand catalog : A catalog could be defined as a listing or detailed display, such as titles, course offerings, or items for display or sale, usually including descriptive information or illustrations, a publishing tool, such as a book or brochure, containing categories of photos by theme for a specific brand.

Fashion catalog : Fashion catalog is a means of print or digital publications that feature a brand's collection of clothing, accessories, and other fashion items. It is a marketing tool to present the latest creations and encourage consumers to make purchases. Catalogs are usually designed to be visually appealing, with high-quality photos or illustrations of models wearing the clothes or showcasing the products in a captivating way. The catalog includes photos with a special theme and message, as shown in Figure 5 which shows a catalog for the "EXIST" brand.



Figure 5: EXIST Brand Fashion Catalog, P 14 – 15, 2023

In recent years, fashion catalogs have grown to prodigious sizes and can be the most comprehensive sources for a brand. It's only recently that fashion brands have realized the importance of proper catalog production and started hiring designers or fashion managers to do it, because successful catalog production requires combining management artistry and the creator's vision. The catalogs serve not only as a guide for consumers, but also as a brand directory/portfolio used later by stylists and brand management. The fashion photographic catalog plays a key role in the presentation and enhancement of articles. Particular attention should be paid to lighting, layout, composition, context, colors, typography and visual consistency to create an attractive and effective catalog.

Create and distribute a fashion catalog : The first thing to think about before creating a catalog is the idea of the catalog; it must be unique and creative. The idea includes the message the brand wants to convey to its customers and the type of customers it targets. And it should be linked to brand identity, style and spirit.

The director, art director, stylist, graphic designer and marketing manager work together to discuss the idea. Here are some important design elements to consider when creating a fashion catalog:

- 1- Format: Fashion catalogs can change in size and format. They are often book-sized, ranging from small pamphlets to larger publications. They can be printed on different types of paper, such as glossy or matte, to enhance visual appeal.
- 2- The display of the product (garment or accessory): The main purpose of a fashion catalog is to present the photographed subject of the brand. Each item is presented with a description, price and relevant information. The shots are intended to highlight the features, style and details of the products.
- 3- The composition: The composition of the photos must be aesthetically pleasing and balanced. It is important to choose camera angles and framing that emphasize the features of the product. The rule of thirds, symmetry and the use of leading lines can help create harmonious images.
- 4- Lighting: It is important to use adequate lighting to highlight the details, textures and colors of the product. Lighting can be natural or artificial, and we should avoid unwanted shadows.
- 5- The context: The choice of the context in which the products are photographed is important to create an atmosphere and arouse interest. Depending on the type of product, you can choose for a neutral and minimalist background to emphasize the product itself, or choose an environment that showcases the product in a situation of use.
- 6- Branding: Catalogs play a crucial role in establishing and reinforcing a brand's identity. They integrate the brand's logo, color palette and overall visual aesthetic to create a cohesive brand image.
- 7- Typography: The choice of fonts and text layout is essential to guide the reader and facilitate the reading of product descriptions and information. It is important to choose readable fonts and strike a balance between titles, subtitles and body text.

Finally, the most important thing about a fashion catalog is that it should be informative, so consumers can order directly. So it should be full of details with a short message describing the product and promoting it, and it should be easy to use.

IV. SPECIFIC ROLES AND RESPONSIBILITIES IN THE CATALOG CREATION PROCESS

Creating a fashion catalog involves several specific roles and responsibilities. Here are some of the roles commonly associated with this process:

- 1- The artistic director: He is responsible for the overall vision of the fashion catalog. He supervises the creation of the concept, defines the visual style, chooses the sets, the lighting, and collaborates with the other members of the team to guarantee artistic coherence.
- 2- The photographer: He is in charge of capturing the images of the products and the models. He uses his technical skills to compose the photos, adjust the lighting and capture the important details of the clothes, he can also work closely with the art director to ensure that the images match the creative vision.
- 3- Stylist: He selects the clothes, accessories and outfits to present in the catalog. He is responsible for creating attractive looks, coordinating outfits and making sure that the products are presented in an optimal way, he can also participate in the photo shoots to ensure that the clothes are highlighted.
- 4- The make-up artist/hairdresser: These professionals are responsible for the appearance of the models or models that appear in the catalog. They do hairstyles and make-up to suit the clothes on show and make sure the models are ready for photo shoots.
- 5- The models: They are the faces and the bodies that present the clothes in the catalog. They must be able to pose for the camera and show off clothes gracefully and elegantly.
- 6- The graphic designer: He is responsible for the layout of the catalog. It uses graphic design software to organize images, text, and other visual elements in an aesthetically pleasing way. He can also take care of retouching images to improve visual quality.

These roles can change depending on the size of the team and the complexity of the project, but they generally represent the main players involved in creating a fashion catalog.

Although specific roles and responsibilities may change, there are several common characteristics that those responsible for creating a catalog should possess. These features contribute to the smooth running of the catalog creation process:

- Each specialist must study the identity of the brand to work on the catalog from the same point of view.
- They must understand fashion and trends even if a photographer is just going to capture the photos.
- It takes real teamwork to create a successful catalog that helps increase brand profits.

V. CONCLUSION

Photography is a method of freezing a moment in time and space for viewing, creating other dimensions in media. (It certainly makes sharing a designer's work easier and more efficient.) It can also be an artistic endeavor in its own right, in addition to supporting other artistic endeavors. Certainly, neither the art of photography nor the art of fashion design is a simple and easy means of communication: the first has been used on several occasions as a media tool to help promote the second. Without photography, communicating impressions and feelings to others would be less effective. Pictures show the world and the role of fashion innovation, they can be effective in promoting and creating awareness about the nature of a particular design, here fashion design. Today, photography has become an essential part of the fashion industry. It is used to promote brands, designers and products, and it plays an important role in creating images that influence trends and styles.

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