

1. Fashion Journalist Challenge: Unassuming Bits & Pieces



Figure 1 – Credit @jenninewilson_imagemaker

Fashion journalism is not solely about reporting on catwalks, filing new stories or delivering on trends. There are many avenues to what you can write and where this can end up. One writing form is memoirs. In particular, "fashion memoirs". Fashion journalists penning compelling memoirs *is not* new, but what *is* new is the growth of the genre and the evolution into several types of memoirs, whether a journalist is writing their own or someone else's.

As it is for most memoirists, the point of the memoir is to artfully illuminate a corner of the world to empower and educate others. It is a collection of memories that someone writes about their own life. While the memories can be public or private—and are often a mix of the two if the memoirist is a famous person—a memoir is understood to be as factual as memory permits.

So, it comes down to this - journalists tell stories, fashion has stories, and clothing tells a story.



Figure 2- Credit @jenninewilson_imagemaker

Your Fashion Journalism Challenge:

"Style is a simple way of saying complicated things."

- Jean Cocteau

Your challenge is to write a "fashion memoir" about an item of clothing or jewellery that means a lot to you. It could be something you inherited from a relative, an item that someone special gave you, or something that always brings you luck. Tell us the story of where you got it from, why it has special meaning, and how you feel when you wear it.

You have a minimum of 500 words to tell your own story. Enjoy.

Need some inspiration?

The best fashion and beauty journalists do a memoir piece to explain their attachment to things from time to time. Here's one from Sali Hughes, who is resident beauty columnist for Guardian Weekend magazine and a features and comment writer for a range of magazines:

<https://www.theguardian.com/fashion/2016/oct/15/sali-hughes-life-in-makeup-beauty-products>

SHARE YOUR MEMOIR:

Share your recorded clips or quotes of your piece - @officialgw #GFWunassumingbitsandpieces

2. Fashion Photography Challenge: It's Not Me, It's You



Figure 3 - Credit@ededugdale

Becoming a fashion photographer explores a blend of product, portrait, documentary, and fine art photography. It is where art meets commerce. It is about the clothes and models placed in front of a lens to create meaning and debate. Still, it also includes careful thought into poses, lighting, backgrounds and more – all of these elements work together to create beautiful imagery to sell an aesthetic and lifestyle.

Fashion photography covers such a broad area of styles and genres. While some are experts at a wide range of shoots, other fashion photographers focus on just one approach.

For this challenge, we will focus on one approach - portrait photography. A photography medium lends itself to fashion by highlighting the subject's style creatively and compellingly.

So, what does it mean to take or capture a portrait?



Figure 4 - Credit @ededugdale

Your Fashion Photography Challenge:

"I like to give freedom to the people I capture to let them express themselves in the way they want. The results are always very interesting and unexpected, and I think this is how magic works in a way to capture moments."

- Peter Lindbergh

We would like you to capture a fashion portrait, choose your subject, and study the things they love. Look at their favourite things. Appreciate them. But before you do... consider this.

The difference between a selfie and a portrait.



Figure 5 - Credit @megjepson 'Winner of Portrait of Britain 2020'

Portrait photography is very different to taking a selfie. While both have a purpose, a selfie eternalises fun and/or important moments in our lives. It is when we want to capture proof that a specific event happened with certain people. Selfies and spontaneity go hand in hand, and that's great.

However, a portrait is a different medium altogether. Connected, yes, but different. Portrait photography is a technical art, and one person attempts to capture another person entirely. When looking at a portrait, we often feel a sense of intimacy or connection because what we're experiencing is someone else's engagement with that person, how one person sees another person.

The fundamental difference between a selfie and a professional portrait is the story told – so what's the story you would like to tell?



Figure 6 - Credit @megjepson

Need some inspiration?

Take a look at:

Viviane Sassen - <https://www.vivianesassen.com/>

Zanele Muholi - <https://www.tate.org.uk/whats-on/tate-modern/zanele-muholi>

Cass Bird - <http://www.cassbird.com/home.php#>

Mark Borthwick - <https://www.wefolk.com/artists/mark-borthwick/information>

Stevie Dance - <https://www.steviedance.com/>

SHARE YOUR FASHION IMAGE-MAKING:

Share your recorded clips or quotes of your piece - @officialgfw #GFWitsnotmeitsyou

3. Fashion PR Challenge: Pop Up & Inspire

The world of Fashion Public Relations is an exciting, fast-paced field where the hours are long and the work is extensive. When working in Fashion PR, you're expected to do everything possible to get the word out and build enthusiasm and demand for your client's products. One aspect of fashion PR is often getting clothing and products into the hands of celebrities, influencers, and models with strong social media followings.

It is fashion publicists' job to build a brand's status, enhance the perception of a brand, increase desire for products, raise awareness of what's on offer and inform consumers about benefits or services. The ultimate aim is to support sales and persuade consumers to purchase.

A Fashion PR Example:



Figure 7 - credit Francesca Whyte - on a Placement with Skinnydip London

Francesca Whyte, a graduate at Northumbria University, BA (Hons) Fashion Communication, decided to take a placement year. This means she gained experience in fashion companies throughout her degree. One of her placements was at Skinnydip London.

Francesca was tasked with organising and budgeting a store event for a bath and shower collaboration with Imperial Leather and the chosen influencer, Made in Chelsea's Louise Thompson. Francesca was responsible for everything from organising gifted food and drink in exchange for social coverage, booking a DJ, working out how many plastic balls it would take to fill the bathtub she had hired, and setting up the venue. It wasn't all plain sailing; she had to keep the costs low whilst pulling off an external brand's professional, immersive, interactive customer event.



Figure 8 - Credit Francesca Whyte

Before organising this event, Francesca and the Skinnydip London team had discussed a theme – an 'Instagrammable moment' that would be the event's main feature. They had agreed a shower scene could work well. So, she was sent away to plan this further. However, as she started to investigate the idea more, it became clear it wouldn't be as effective as first envisaged. So, she put forward a new concept to create a bathing scene, including a bathtub and other props, such as a branded

bathmat and bubble machines. It all worked out brilliantly, gaining positive feedback from the team, Imperial Leather and the customers.

Your Fashion PR Challenge:

"Some are born great, some achieve greatness, and some hire public relations officers."
– Daniel J. Boorstin

Holding a pop-up event is an excellent way to engage with customers, test out a product, promote collaboration and generate brand awareness. As a result, they have increased in popularity in recent years.

Your challenge is to create a mood board presenting a theme of a pop-up event. First, you need to choose the brand (for example, Francesca worked for Skinnydip London). You then need to select a collaboration (for example, Skinnydip worked with Imperial Leather) and, finally, an appropriate influencer to help promote your event (for example, Made in Chelsea's Louise Thompson).



Then complete the answers to these questions:

- What is the brand you've chosen?
- Who have they collaborated with?
- What is the theme of the event?
- What props will you need?
- What is the colour scheme?
- Who is the influencer you've chosen? Why?

- Which press are you going to invite?
- Who other influencers will you invite to create a buzz about it on social media?
- What will you gift VIPs and influencers for coming?

Need some inspiration?

Here's some insight into some really exciting pop-up events: <https://www.partyslate.com/best-of/creative-pop-up-shops-events/>

SHARE YOUR IDEA:

Share your idea @officialgfw #GFWpopupandinspire

4. Fashion Styling Challenge: What, Wear, When?

Fashion styling is the art and practice of styling clothes and creating particular looks that are aesthetically pleasing but, at the same time, are appropriate for the occasion that the wearer engages in.

Fashion stylists set trends, collaborate with brands, shoot magazine covers, and bring the pictures in their imagination to life. A stylist dresses people, using clothing to communicate. It is all about telling stories with clothes, ranging from editorial to personal styling.



Figure 9 - Credit @whiskeymike

Your Fashion Styling Challenge:

"Fashion you can buy, but style you possess. The key to style is learning who you are, which takes years. There's no how-to road map to style. It's about self-expression and, above all, attitude."

— Iris Apfel

Clothing flat lays are an ongoing trend in fashion product photography. They offer an eye-catching way to display clothes, and they can help a brand promote a clothing line with unique images.

The key to flat lay photography is found in the possibility to photograph from above. It is necessary to spread out or arrange the products on a flat surface. The decision on which background to choose will be influenced by the desired effect or the place to be.

We have given you five places you need to create outfits for. Next, you need to look through your own wardrobe and match an outfit to each venue using flat lay photography.



Figure 10 - credit @Kelly.Fiance

Your five places are:

The Museum of Ice Cream, NYC - <https://www.museumoficecream.com/new-york-city>

Musée d'Orsay Clock, Paris - <https://www.musee-orsay.fr/en>

Peggy Porschen, London - <https://www.peggyporschen.com/>

The Great Wall of China - <https://www.great-wallofchina.com/>

Universal Studios/Islands of Adventure, Orlando - <https://www.universalorlando.co.uk/>

Need some inspiration?

Flat lay styling:

<https://www.pinterest.co.uk/kirramariee/flat-lay/>

<https://www.pinterest.co.uk/kellyfiance/> created/

<https://www.pinterest.co.uk/urbanmenoutfits/menswear-flatlay/>

SHARE YOUR IDEA:

Share your idea @officialgfw #GFWwhatwearwhen

5. Fashion Film Challenge: It's Story Time...

Fashion film is an ideal opportunity to put the fashion you want to share front and centre. Fashion films are a cinematographer's dream – moody, stylised and often experimental. They are also very different to your average fashion commercial, which is very clear about its offer to the wider public; a fashion film aims for a softer sell and, more than likely, a niche audience.

Over the years, more and more labels have been tapping into the cinematic medium in search of a more artistic way to share their brand story. A fashion film is a perfect way to do this, simply because fashion is art and art is meant to express how you feel and for every design approach, there is a background story influencing the design.

Fashion films come in all forms, so there's plenty of scope for experimentation. In addition, there is a range of styles, modes of production and filmmaking techniques, from stop-motion and computer animation to live-action and montage film.

What you need is a fashion story you'd like to tell...

<https://www.ciafe.org/post/the-power-of-telling-our-stories-through-fashion>

A Fashion Film Example:

Here we have a beautiful example of a short fashion film. This short film is by Alex Wright of @wearewoeman, who he created a short film that could be used on a vintage clothing business'

social media account. But fundamentally, it promotes personal stories around why people shop and love vintage clothing. Check it out:

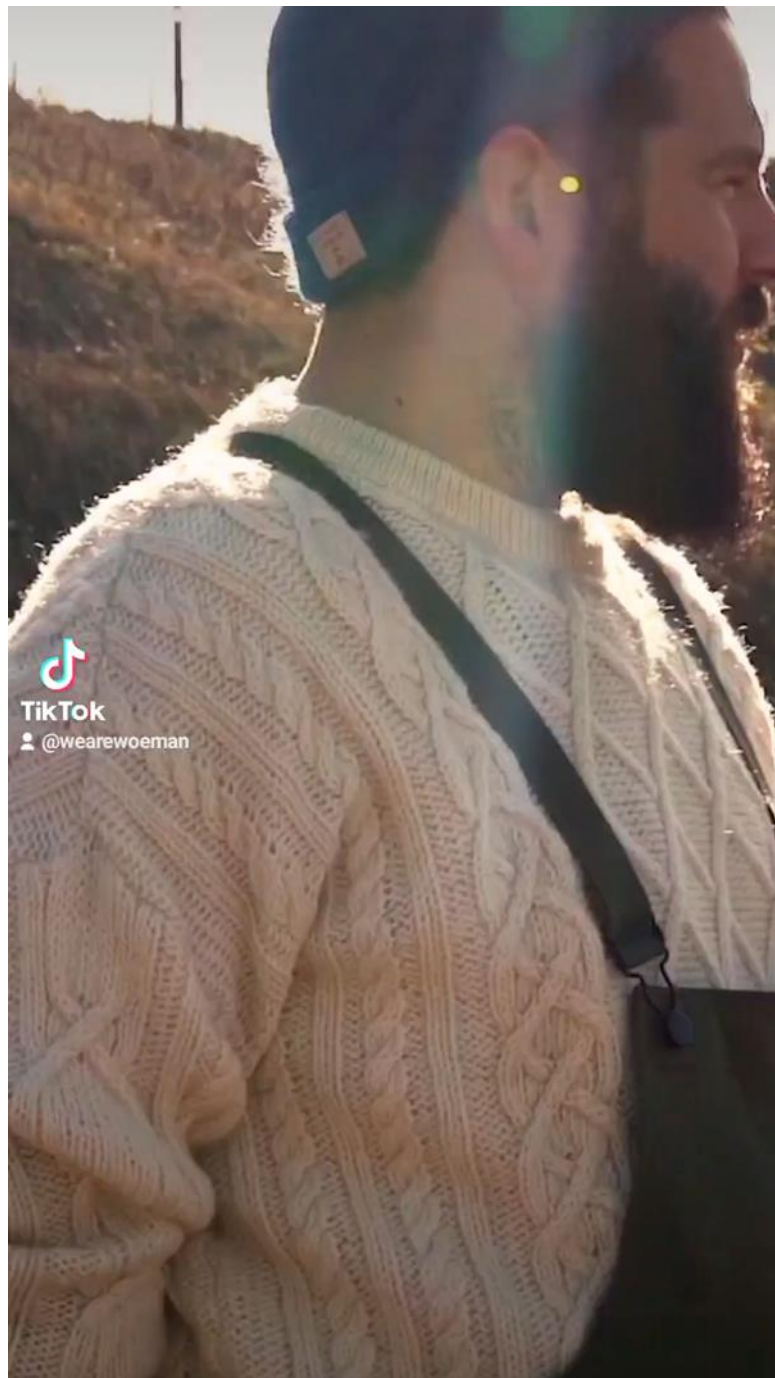


Figure 11 - Credit @wearewoeman for @TICEUK

Your Fashion Film Challenge:

"The purpose of a storyteller is not to tell you how to think, but to give you questions to think upon."

- Brandon Sanderson.

According to The Business of Fashion, a successful fashion film is "an authentic, standalone piece of storytelling [rather] than a mere marketing exercise." Therefore, we would like you to tell your own fashion story through fashion film. Like @wearewoeman, who created a personal story for the love of vintage fashion, we would like you to create a 1-minute clip of something you feel passionate about. This could be a style, a genre, a person, or a single piece of clothing but ultimately, channel your story based on personal experiences. Telling a story through fashion is purposeful. Telling stories through fashion has helped build up communities of people who share common interests regardless of location barriers, nationality, race, or ethnicity. Let us hear yours.

Choose whatever format you wish, landscape or portrait, and think about where it would end up? Would it be a reel or TikTok or a YouTube video? The choice and the story are yours.

Need some inspiration?

We can't go any further before we introduce you to the home of fashion film:

<https://www.showstudio.com/>

Or take a look at Mirrorwater Earth monologues: <https://www.instagram.com/p/CV3NKu0IIPG/>

SHARE YOUR STORY:

Share your story @officialgfw #GFWitsstorytime