



## Fashion Styling Challenge:

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

## What, Wear, When?



Figure 10 - credit @Kelly.Fiance

*"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

## Your Fashion Styling Challenge:

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.

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-wall-of-china.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/kellyfiance/_created/)

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

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