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FASHION PHOTOGRAPHY

Introduction. A fashion photograph is a photograph made specifically to show clothing or accessories, usually with the intent of documenting or selling the fashion. The distinguishing feature is the fashion photograph's intent to convey fashion or a «fashionable» lifestyle. At the end of the twentieth century, the Calvin Klein advertisement featuring only Calvin's portrait changed the very definition of a fashion photograph from a picture of the featured clothing to the selling of a glamorous lifestyle identified with a specific logo. Fashion photography has sometimes been called ephemeral, commercial, and frivolous, and its importance has been discredited [1].

Objectives. The basic objectives of this research are:

- ✓ to show that fashion photography is not as simple as people think – this is the whole serious industry with its own nuances and subspecies;
- ✓ to tell about functions of fashion photography and what is the purpose of shooting;
- ✓ to share some useful advice for people who want to connect their lives with fashion world;
- ✓ to tell about amazing career which models and photographers may have if they decide to try themselves in fashion industry.

Presenting main material. The original function of fashion photography, in the 1920s, was to simply record clothing worn by women and serve as a visual guide on how women in society should behave. However fashion photography's purpose and the visual representation of women has changed with each decade, according to the cultural, economic, social and technological advances. Fashion photography eventually developed into a medium which photographers were able to use to comment on specific elements of the current time. Polly Delvin showed that fashion photographs became visual representations of history, with each image conveying

certain moods, manners, artistic influences, styles, trends and society's expectations of how women should conduct themselves [2].

Fashion photography is everywhere. You will see hundreds of images a day of men and women dressed-up, showcasing clothing, accessories and footwear. It is one of the biggest, most profitable areas of photography. The world of fashion photography is fast-paced. It focuses on portraiture, posing, extensive lighting and beautiful locations. This genre is evolving and changing because many photographers find their own aesthetic vision. Also there are three styles of fashion you should know: *catalogue*, *editorial* or *high-fashion*. Catalogue fashion photography is more informational image. The wardrobe is marked clearly, the mood is depressed and everything is clean and simple. Editorial fashion photography looks at the model in another environment than a studio. It is based on a lifestyle, where styling is everything. High-Fashion photography is very expensive with huge costs. It might have very big productions, where the wardrobe could be fantasy with the whole focus on one powerful image [3].

To be a fashion photographer is very hard work. So here are some helpful tips for those who wants to be a part of this fashion world:

1. *Basic technical knowledge* will allow you to get the best of your camera and your photo equipment. Understanding what exposure means, what white balance is, how to control ISO's are all basic things, but very important. It's also important to have the useful accessories that help you capture that special image. Things like tri and monopods, reflectors and diffusers should all be an everyday part of your professional kit. Having a good range of wide angle and zoom lenses also helps.
2. *Understanding light*. Another basic element in photography, no matter what the genre is, understanding the different effects light can play in your fashion work. Do you use natural light, studio lighting or a combination? Advice to everyone starting is to keep things simple and inexpensive. Use as much natural light as possible. It's easier to control and is free.
3. *Understanding the process*. There is such a process behind producing a fashion images. As a fashion photographer, you need a team. You cannot do this alone. To build a team and produce an image you need to understand what goes on behind the stage.

4. *Self Marketing*. The most fundamental part of your marketing is showing what you can do. This can only be done, by producing work. So it's important that you arrange your own shoots as often as you can. By producing work you can start marketing yourself [4].

Conclusion. So, fashion photography is a genre of photography which is devoted to displaying clothing and other fashion items. It is most often conducted for advertisements or fashion magazines such as *Vogue*, *Vanity Fair*, or *Elle*. Fashion photography has developed its own aesthetic in which the clothes and fashions are enhanced by the presence of exotic locations or accessories.

The modeling industry wouldn't be an industry at all if it weren't for fashion photographers. These talented men and women are especially desirable, as they have dedicated their lives to bringing fashion to life. They transform models into alluring and enduring images that inspire the world to be a more beautiful place. Their work is so legendary that it's every fashion model's dream to earn a place in their portfolios. Some of today's most famous fashion photographers are Patrick Demarchelier, Steven Meisel, Mario Testino, Peter Lindbergh and Annie Leibovitz.

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