

Fashion Photography

What is Fashion Photography?

A genre of photography devoted to displaying clothing and other fashion items. Fashion photography is most often conducted for advertisements or fashion magazines such as *Vogue*, *Vanity Fair*, or *Allure*. Over time, fashion photography has developed its own aesthetic in which the clothes and fashions are enhanced by exotic locations and story lines.

History of Fashion Photography

Photography was developed in the 1830s, but the earliest popular technique, the daguerreotype, was unsuitable for mass printing. In 1856, Adolphe Braun published a book containing 288 photographs of Virginia Oldoini, Countess de Castiglione, a Tuscan noblewoman at the court of Napoleon III. The photos depict her in her official court garb, making her the first fashion model. In the first decade of the 20th century, advances in halftone printing allowed fashion photographs to be featured in magazines. Fashion photography made its first appearance in French magazines such as *La mode pratique* and *Les mode*. In 1909, Condé Nast took over *Vogue* magazine and also contributed to the beginnings of fashion photography. Special emphasis was placed on staging the shots, a process first developed by Baron Adolf de Meyer, who shot his models in natural environments and poses. *Vogue* was followed by its rival, *Harper's Bazaar*, and the two companies were leaders in the field of fashion photography throughout the 1920s and 1930s. House photographers such as Edward Steichen, George Hoyningen-Huene, Horst P. Horst and Cecil Beaton, and independents such as Yva transformed the genre into an outstanding art form. Europe, and especially Germany, was for a short time the leader in fashion photography.

As World War II approached the focus shifted to the United States, where *Vogue* and *Harper's* continued their old rivalry. House photographers such as Irving Penn, Martin Munkacsi, Richard Avedon, and Louise Dahl-Wolfe would shape the look of fashion photography for the following decades. The artists abandoned their rigid forms for a much freer style. In 1936 Martin Munkacsi made the first photographs of models in sporty poses at the beach. Under the artistic direction of Alexander Brodovich, the *Harper's Bazaar* quickly introduced this new style into its magazine.

Assignment #7

FASHION PHOTOGRAPHY

What to shoot?

Individually, you need to shoot 15-20 images mimicking the style of a contemporary fashion photographer. You will need to research contemporary fashion photographers and choose one!

Do a little research before you begin ... search the internet ... look at fashion magazines (for fashion set ups). The main focus should be the clothes and/or accessories that the model is wearing.

You can choose to set up your shoots outside or in the studio using the strobe lights.

The camera should be set on manual settings:

manual mode

your shutter speed **MUST** be set on 125 to sync with the strobe

you choose the aperture to work with

Choose your best 4 images. Clean them up and color correct them. Create a 4-page editorial spread (similar to that of Vogue, etc). Include the images (one per page), clothing/accessory description and headline on the first page.

What to turn in?

15-20 images in one folder labeled "lastname_fashionA7"
plus the 4-page editorial spread

Where to turn in?

Drop Box

Research CAREER RESEARCH

Using the internet, research Fashion Photography and answer the following questions in a Word document titled "lastname_A7research.doc":

What type of person best suits this career?

Education?

Employment options?

Salary?/Compensation?

Equipment used?

Professional organizations?

Research THE MASTERS

Choose a historical, master fashion photographer below. Using the internet, find samples of his work and glue them into your sketchbook. Write a 100 word summary comparing and contrasting the work and styles to those of the contemporary photographer chosen for the assignment. "lastname_A7masters.doc"

Richard Avedon

Helmut Newton

Herb Ritts