

FASHION



Fashion photography is not just about the clothes.  
It is about the mood or narrative of the story.

What is fashion  
photography?

Embodies portraiture and fine art to  
showcase clothing and accessories



The Bubble Girl, Paris  
by Melvin Sokolsky  
1963



Kate Moss, London  
by Mario Testino

2006



Twiggy by Barry  
Lategan

1966



Le Smoking  
by Helmut  
Newton

1975

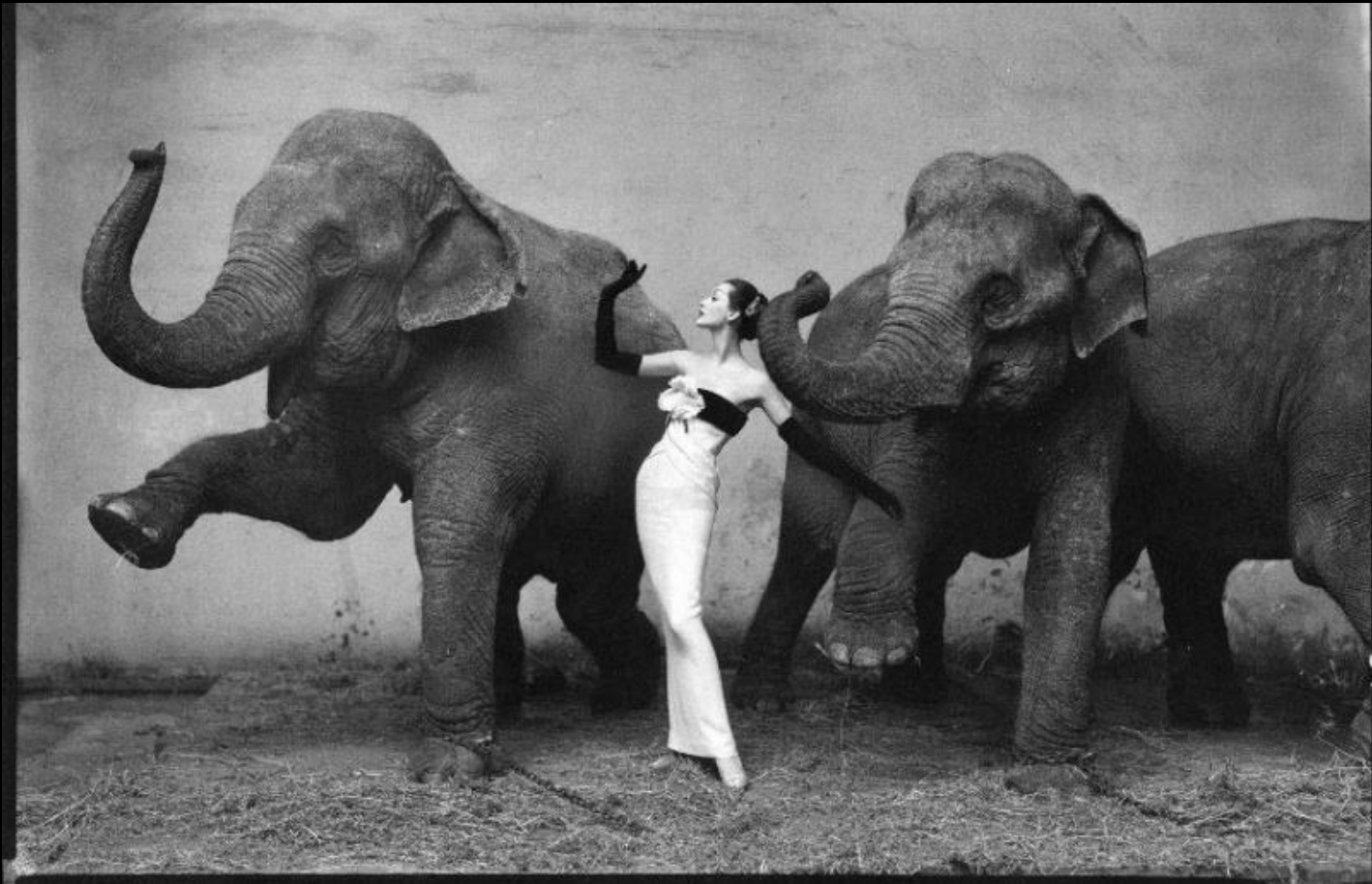
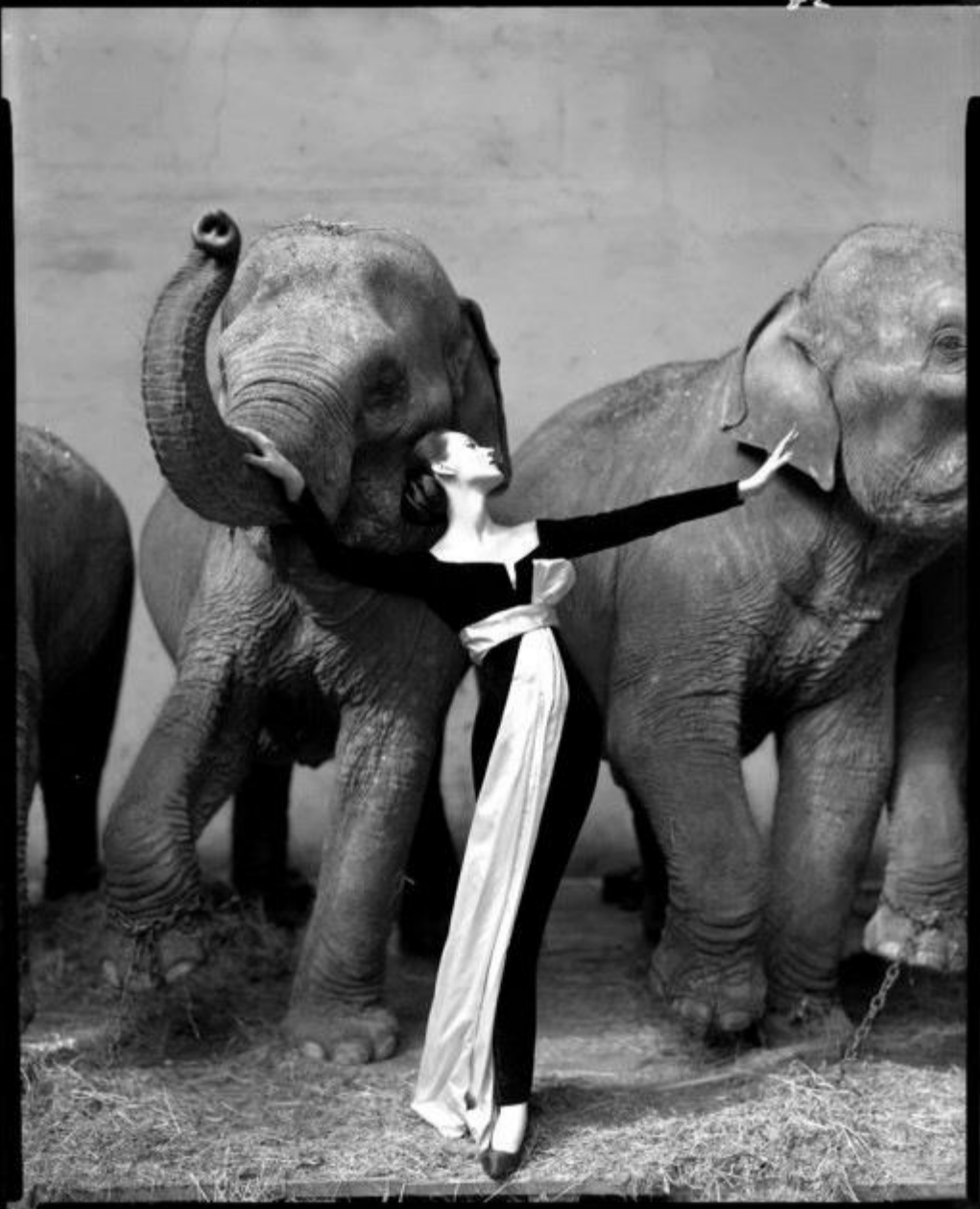




THE MARCH HARE  
"No, no!" the March Hare  
and Mad Hatter shouted.  
"You must!" But Alice plucked  
herself down, desperate for  
some tea after a long day  
collecting Jack-in-the-Boxes.  
Laplace's Hair-Curler dress with  
padding and sculpted neck  
dresses over a lace top and fitted  
bodice. - Stephen Jones  
The Hatter's coat, trousers  
and top hat. - Stephen Jones  
The March Hare's top hat, coat  
and trousers. - Stephen Jones

*Your hair wants cutting," said the Hatter.  
He had been looking at Alice for some time with great  
curiosity. "You should learn not to make personal  
remarks," Alice said with some severity: "It's very rude"*

Alice in  
Wonderland  
by Annie Leibovitz  
2003



Dovima with  
Elephants by  
Richard Avedon

1955



The Power of the  
White Shirt by  
Peter Lindbergh

1988



Bee by Irving Penn  
1995

# Focus – Three Key modern Fashion Photography themes:



## Literal –

Representation of the clothes / accessories (catalog)



## Romanticized

fashion becomes referential, a story where real life becomes art like in acting out dreams



## Mockery

Fashion puts the model in an outrageous situation using unreal juxtapositions, there is no reason but total absurdity

# Framing – Three Key Fashion Compositions:



Close Up –  
Part of Model / Item  
fills the frame  
completely. Little / no  
background.



3/4  
Model / Item fills some of the  
background. Background is  
shown. Head to waist.



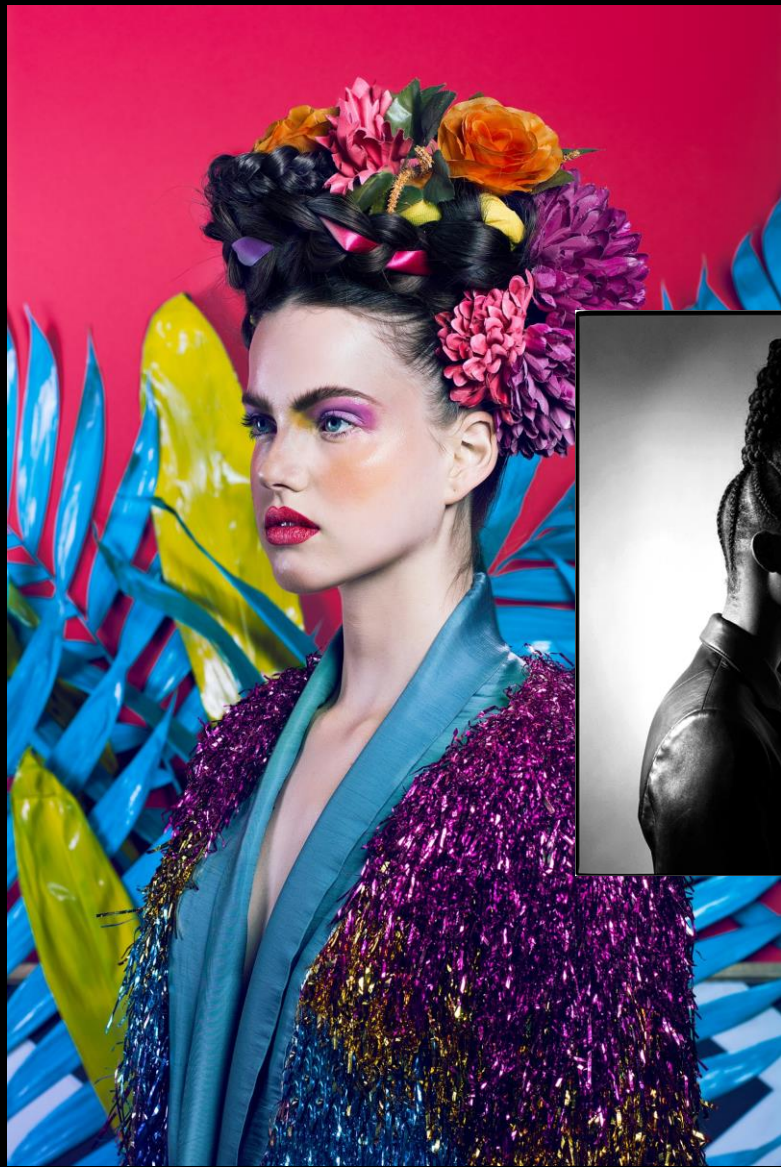
Full Body  
Most of the model is shown.  
Background becomes part  
of the scene / narrative.

Close up

# Framing 2 – Photographing from many angles:



# Framing 2 – Photographing from many angles:





Full Body:

# Framing 2 – Photographing from many angles:



# Practice: Take 3 photos

- Using a phone, pair up (or ask a friend to model), or grab a toy / doll to photograph. Use the same subject for all three pictures.
- Choose a location: you may switch locations.
- Be creative with costumes, make-up, angles, and poses!



Close up (make sure most of your subject fills the entire frame)



3/4 shot: Head and shoulders to waist (maximum).



Full Body: Make sure the majority of the body is included