

FASHION PHOTOGRAPHY AND  
THE CLOTHES INVOLVED

by

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## TABLE OF CONTENTS

ACKNOWLEDGEMENTS	ii
CHAPTER	
I. INTRODUCTION TO THE STUDY	1
Statement of Problem	1
Overview of Fashion Photography	1
II. INFLUENCES IN FASHION PHOTOGRAPHY	5
Culture	5
Photographers: Irving Penn, Helmut Newton, David LaChapelle	12
Marketing	22
History of Fashion	24
III. SHEDDING OF THE CLOTHES	30
Shock Value Being pushed	30
Public's Reaction	30
The future of Fashion Photography	31
IV. CONCLUSION	33
BIBLIOGRAPHY	34

## FIGURES

1.1	Baron Adolfe de Meyer	4
2.1	Madonna and Brittany Spears	6
2.2	Justin Timberlake and Janet Jackson	7
2.3	Brooke Shields	9
2.4	Brooke Shields	9
2.5	Abercrombie and Fitch Quarterly 1997-2003	10
2.6	Abercrombie and Fitch Magalog Fall 2002	10
2.7	Sunny Harnett – Irving Penn	14
2.8	Irving Penn	14
2.9	Lisa Fonssagrives-Penn – Irving Penn	16
2.10	Helmut Newton	16
2.11	Helmut Newton	17
2.12	Helmut Newton	18
2.13	Brittany Spears – David LaChapelle	20
2.14	Angelina Jolie – David LaChapelle	20
2.15	Eminem – David LaChapelle	21
2.16	Christian Dior’s “New Look”	26
2.17	Mod Look	27
2.18	Jackie Kennedy Onassis	27

## CHAPTER I

### INTRODUCTION TO THE STUDY

#### Statement of the Problem

Over the past thirty years, there has been an interesting trend in fashion photography: the clothes have been coming off. In today's society sex sells, so marketing a product as being "sexy" will likely increase revenues of that product. The question is, when will it go too far? At what point do we consider fashion photography an art and at what point is it pornography? The degradation in moral values is having a serious impact on our society and is only continuing to spiral out of control. The problem is that in fashion photography clothes have come off and sex is an overriding theme. This paper researches the influences and results the past century has had on fashion photography.

#### Overview of Fashion Photography

Fashion photography has been the guideline on how to look and live. As morals have changed, fashion photography has become more sexually explicit. History and current events have made a huge impact on fashion photography and society. This has created a downward spiral. Our moral values have changed throughout the years, and what is deemed acceptable now was not acceptable thirty years ago. The question of why the clothes have come off ponders the mind and sparks the imagination. When did fashion photography stop showing fashion? When did the clothes begin to come off? There are many factors that play a role in why the clothes have come off, such as our

culture, influences of photographers, marketing and advertising techniques, fashion trends, and European influences.

Advertise is “to make publicly and generally known” (Encyclopedia). The definition of promote is “to call public attention to, especially by emphasizing desirable qualities as to arouse a desire to buy or patronize” (Encyclopedia). Giving a product or service a desirable sexual quality by definition will promote more sales, and in today’s society sex is an important piece of advertising. Beauty and sexuality has always been involved in the promotion of products, but in today’s society the in-your-face technique of advertising is almost impossible to ignore. Fashion and advertisement has impacted society and the moral values of our culture. The envelope has been pushed further and further, and what was once not acceptable is now common.

Fashion photography “tells” people what is in style, what they should be wearing, and how to look. From Paris, to Milan, to New York, fashion and photography go hand-in-hand; each is an expression of the artists who create them. From there, garments are advertised in pictures and merchandised in stores. A fashion photographer’s role is to promote the change in the seasons and style. Today’s photographers view themselves more as artists much like designers do.

Fashion photography began in the early twentieth century. What started out as illustrations portraying the latest fashions from French *couture* houses turned into a huge business which continues to influence the world today. Fashion photography flourished in the 1920s, which lead to the realization of the power, money, and persuasion of advertising with photography. Female starlets and *Vogue Magazine* were the primary objects of fashion photography.

Baron Adolphe de Meyer is generally known as the father of fashion photography. He was hired for *Vogue* in 1913 to take experimental pictures. They were high society pictures of actresses, aristocrats, and models (Hunter 1). His photos were very much like the movies of the twenties with misty and atmospheric lighting. This look was referred to as Pictorialism, and was promoted by Alfred Stieglitz. This series of photography used soft focus and romanticized the picture. Baron Adoophe de Meyer's photos were the beginning of fashion photography (Hunter 1).



Figure 1.1 Jeanne Eagels 1921- Baron Adolfe de Meyer



## CHAPTER II

### INFLUENCES IN FASHION PHOTOGRAPHY

#### Culture Events

One of the most powerful influences on fashion photography is culture. There have been numerous events in fashion that have happened over the past century, most of which comes down to shock value that has influenced the American culture. Americans are becoming desensitized to sexual issues, and it is happening at an uncontrollable pace while little attention paid to the issue.

In 2003, Madonna and Britney Spears kissed on television during an awards ceremony for MTV (Figure 2.1). Not only was it replayed on every news and talk show hundreds of times, it was on the cover of numerous magazines. With the replays and reprints one person could see it up to twenty times in just one day. Britney Spears's 2004 "Onyx Hotel Tour" is rated X because it is considered soft porn due to the clothing, or rather non-clothing, and sexual actions. Spears' video titled "Toxic" was restricted by MTV to specific play times during the day.

In 2004, Justin Timberlake "accidentally" ripped off Janet Jackson's top during the Super Bowl halftime show, exposing a breast (Figure 2.2). Whether it was an accident or not, the fact remains that TIVO's "pause" and "rewind" function jumped 48% from normal usage immediately after the incident clearly shows that Americans are focused on nudity and sex. With the release of Janet Jackson's CD, she was on every talk show to promote her music. Instead of promoting her CD, the talk show hosts focused on the Super Bowl incident and the uproar that it caused.



Figure 2.1 Brittany Spears and Madonna's kiss in 2003

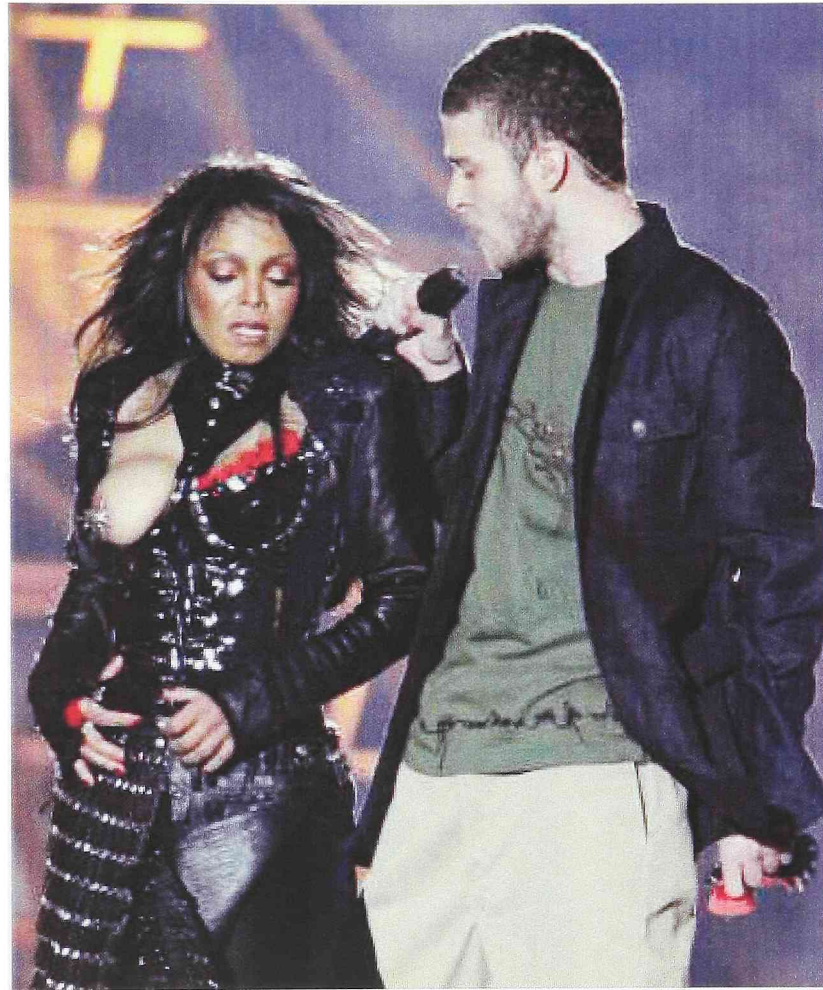


Figure 2.2 Justin Timberlake and Janet Jackson  
in 2004 at Super Bowl halftime show

Other events have helped push the envelope over the years, such as a Calvin Klein ad with Brooke Shields. Brooke Shields was fourteen at the time of the ad in which she stated that nothing comes between her and her Calvin's (Figure 2.3, 2.4). This caused uproar over the subtle sexual message implied based on the age of the model. In the early nineties, Calvin Klein again pushed the envelope of fashion photography and advertising with his underwear ads. The models wore only their underwear, but the uproar was tied to the age of the models, all of who were under eighteen.

Victoria's Secret has played a role in desensitizing Americans to sex. The lingerie company sends out catalogs every month, televise their fashion show during prime time, as well as running commercials constantly during "family" television shows. The televised fashion show was dropped in 2004 due to complaints for objectifying women. Their marketing campaign that began airing in Jan. 2004 titled "what is sexy?" is nothing but scantily-clad, fashionable-looking models prancing around in their underwear. It sometimes appears that the marketing is geared more for males than it is for the female customer base.

Abercrombie & Fitch was the first company to make their catalog into a sex-driven profit center. They sell catalogs that are partly catalog and partly magazine which Abercrombie calls a "magalog." The magazine is full of sex and information on sex education for the college student. In one of their quarterly issues, "Having a Ménage a Trio" was an article written by a porn star. Included in the magazine were nude pictures of young boys and girls in very provocative and suggestive positions (Figure 2.5, 2.6). The company looks at the ads as partially nude, but the models are completely nude in a lot of the shots. The quarterly magalog began in 1997. On December 9, 2003 the magalog was discontinued due to intense pressure from tens of thousands of Americans.



Figure 2.3 Brook Shields

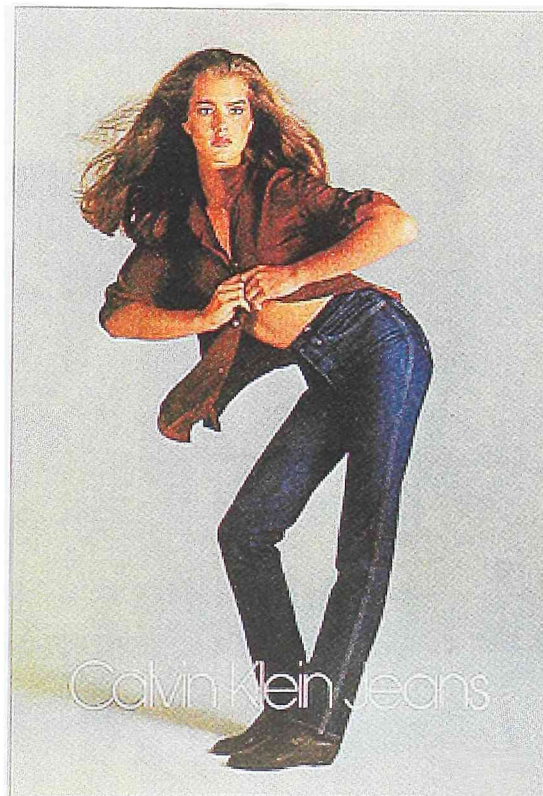


Figure 2.4 Brooke Shields 1980 Calvin Klein Jeans ad

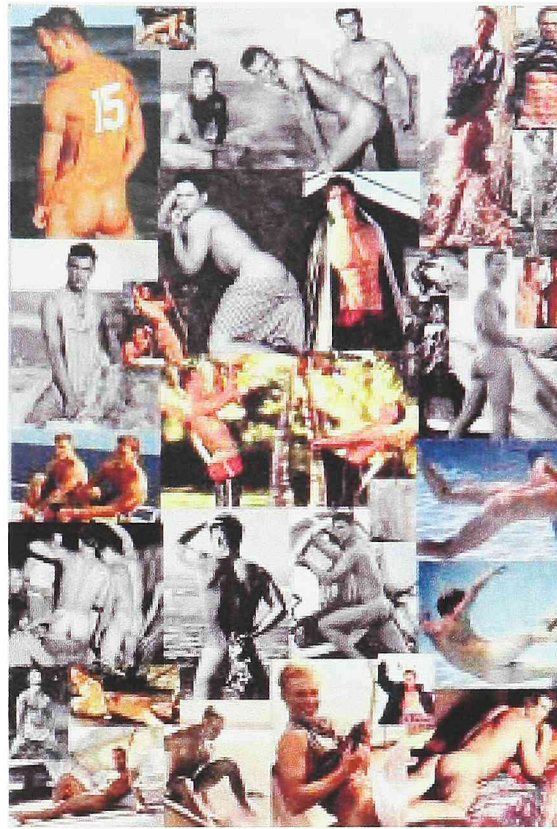


Figure 2.5 Abercrombie and Fitch Quarterly, Pictures 1997 - 2003

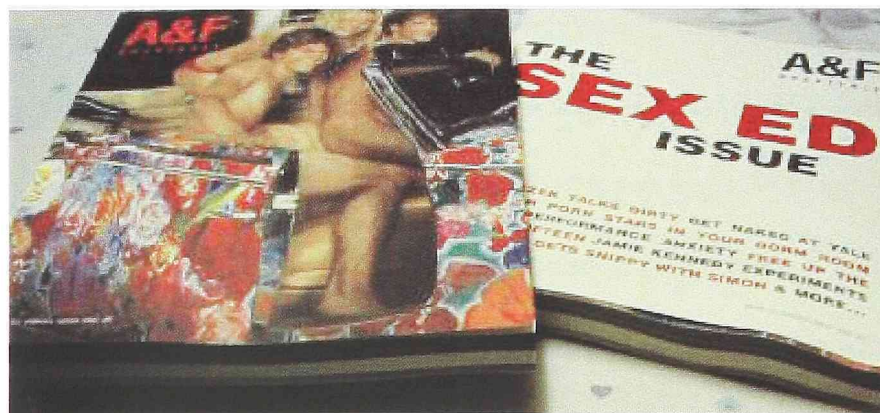


Figure 2.6 Abercrombie and Fitch Fall 2003 Magalog

MTV is another example of why the clothes are coming off, and it is viewed by the average teenager. "The messages that MTV puts across on its network, in its magazines, as well as in the music it airs have caused many controversies" (Audience). MTV began in the eighties and brought music videos to our home for the first time, which caused a major change in the American culture. One of the first controversies MTV had to address was with George Michaels's video "I Want Your Sex" which was taken off the air due to its provocative themes thought to be too racy for the time, but then an edited version was shown at certain times of the day. Today's MTV is very different indeed. Mature themes are almost an hourly occurrence, and the stars presented on the network are considered fashion icons themselves. MTV is primarily known for the racy and sexual image it portrays. MTV even tries to address these issues by promoting sex education and condom usage. MTV is a network that thrives on the attention of young adults all around the world in order to have a successful business, and their network consists of music, comedy series, reality TV shows, news, fashion, and much more. By MTV relying on a young audience to produce their revenue, entertainment produced meets the likes and wants of the target audience. But at what expense? MTV targets 18-24 year olds. What MTV refuses to acknowledge is that a much younger generation tunes into their programming, with the 12-17 age group being a major draw (Audience). Most of this viewing occurs after school and in the evening, when mature-themed programs make up most of the shows aired. The make-up of the shows is not just the problem either: it is the fashion trends and attitude adopted by this younger market. In the majority of the rap videos, men treat women as objects and women are portrayed as sexually promiscuous. These images have a strong influence on children, and many kids grow up believing this type of behavior is acceptable. Children see these

fashion images on television, ask their parents to purchase these apparel items, and when denied do not understand why. MTV needs to reduce the amount of sexual imagery shown on its network, but it will not. The bottom line, sex equals increased profits.

### Photographers

Not only has culture influenced advertisement, but photographers have also played a role. Photography is an art, and the photographer behind the camera has helped to shape fashion photography. There are photographers who are conservative and some who are not, and their personality shows through their work. Most photographers have been influenced by the time period in which they live. Items relevant to different eras include what camera format or trend that was used, film, the camera settings, and other aspects that were popular at the time. Each artist's use of the camera and techniques involved produced a variety of pictures which have influenced current photographers.

Photography came about in the mid 1800s. At first people said that it could not be an art because it was mechanical, but were proven wrong. The first thing that photography was used for was portraits, then for pornography, and then for travel. The materials in photography evolved until about 1920, after that point significant changes did not occur for several decades. There were only refinements on the same basic package. It was not until the 1980s when significant changes occurred. Cameras started to become smaller and more compact. Burger King even sold re-usable cameras during the late eighties as part of their marketing campaign. It was a small, compact design that was inexpensive and promoted picture taking. With the advent of the disposable camera, photography became even more accessible to everyday people. Now people did not have to spend a significant amount of money on a camera. They could spend less than \$10,



have a camera ready to go, and just pay to get the pictures developed. Today we have significant changes in photo materials. Digital cameras eliminate the need for film processing all together. Photos can be seen instantly and changes can be made on the computer in a matter of seconds. From there print is selected and pictures are ready in a short time (Greenspun 1).

In the past century there have been many amazing photographers to have blessed us with their work. As the times have changed the attitude behind photography has changed. Many fashion photographers used to view their work as a way to make a living, but now they view themselves as artists. Included is photographer Irving Penn who has produced photographs that are timeless classics. Helmut Newton from Germany has influenced American photographers and has shot more nudes than probably any other photographer. Finally, there is David LaChapelle. His pictures are provocative and suggestive. All of these artists have contributed to the national scope of work appreciated today.

Irving Penn was born in 1917 and studied design at the Philadelphia Museum School of Industrial Art. He studied under Alexey Brodovitch for four years who then hired Penn as an assistant for *Harper's Bazaar*. Later, he hired Penn again for Saks Fifth Avenue department store. Penn, eventually recognized for his work, was hired by *Vogue* to develop cover ideas, and photographed his first cover in 1943. As of 2000 Penn still contributed to *Vogue* on a regular basis.

“For half a century, Irving Penn has been the leading American celebrity portraitist and fashion photographer” (Westerbeck 1) (Figure 2.7, 2.8). Penn began photographing in the 1930s. His main work has been with *Vogue* where most of the photographs he published were taken as editorial assignments. His vision from the



Figure 2.7 Sunny Harnett  
Irving Penn (1951)



Figure 2.8 Irving Penn (1951)

beginning is more personal than commercial (Figure 2.9). During his career, Penn branched out into different areas of photography. Penn is not only known for his fashion photography, but also his portraiture, nudes, travel, and still life. Irving Penn's photographs are considered icons and are appreciated as beautiful, timeless pieces of art that are elegant and simple (Irving) (Longmire) (Westerbeck).

Helmut Newton was born in 1920 in Berlin, Germany. His first roll of film was shot at age 12, which came out black because he exposed it in a Berlin subway. After which he became obsessed with pictures and photography. He began shooting pictures in 1936 while apprenticing under the prominent fashion photographer Yva in Berlin. During World War II Newton fled to Australia, and the war was over he opened a studio in Melbourne.

A shoot for *Vogue* in 1975 titled "The Story of Ohh..." changed the way fashion was presented in the U.S. The clothes were hardly the point of the photos: it was the subtext of taking them off that got people's attention (Figure 2.10). Newton himself admitted he "debauched" fashion photography stating, "I have made those nice ladies in pretty dresses look sexually available" (Dowling 1). Newton became known as the "king of kink." His work has been about bodies and the erotic nature of them. Newton liked strong women who were independent and could take care of themselves - except on the set. There he is master and moves his models around like dolls. He seldom used a studio because he preferred to photograph in "impossible" light, such as the harsh glare of noon, or by flashlight at midnight (Figure 2.11, 2.12). "He approaches his portraits in a more documentary, less planned way than his fashion photographs; which are staged to look like documentary moments" (Dowling 1). Newton was a man of two extremes depending on to whom you were talking. One thought of Newton as a brilliant artist,



Figure 2.9 Lisa Fonssagrives-Penn  
Irving Penn (1950)

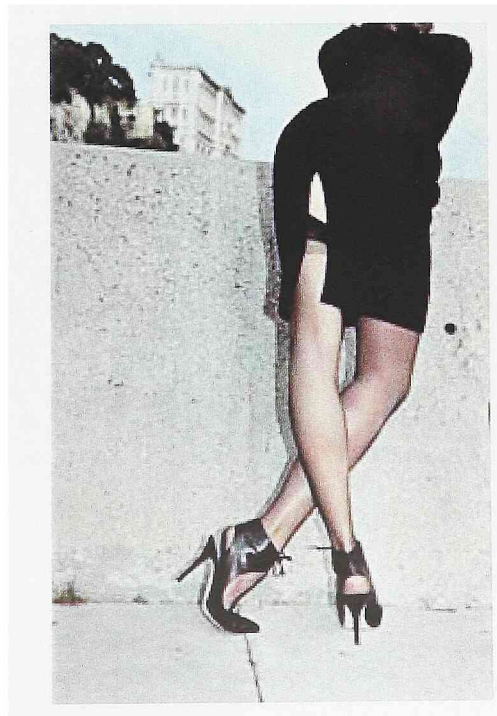


Figure 2.10 Helmut Newton (1998)



Figure 2.11 Helmut Newton



Figure 2.12 Helmut Newton

while the other a pervert, but either way he had a profound influence on photographers and the public through the pictures he took (Enright).

David LaChapelle was born in North Carolina and studied at the Art Student's League and School of Visual Arts. He was the recipient of the 1997 International Center of Photography's Infinity Award, and the 1996 VHI Fashion Award for photographer of the Year. "One observer at *New York* magazine called LaChapelle 'the Fellini of photography' while another of the periodical's writers suggested, 'David LaChapelle should have his artistic license suspended'" (Johnson 1).

LaChapelle's most notable work is primarily as advertising and celebrity portrait photography (Figure 2.13, 2.14, 2.15). He has just released a new collection of photographs titled *Hotel LaChapelle*, which is a follow-up to *LaChapelle Land* from 1996 that earned a slot on the *L.A. Times* bestseller list. "I view this book as a collection of people that make up the time we live in. It's really about America today" says LaChapelle (Johnson 1). His images can be defined as paradoxes, full of movement, using frantic action to depict the pathology of the contemporary soul. LaChapelle's works are carefully crafted cartoons, "their human subjects seem to be howling in anguish, lost in arm-waving throes of ecstasy, bleeding, but are so bloodless, so ponderously arranged, that they might as well be wax dummies" (Johnson 2).

LaChapelle's long-term contributions to photography have been established for his unique style and sometime shocking approach. Even so, there is genuine art involved in all of his work, and can be appreciated for exactly what it is (David).

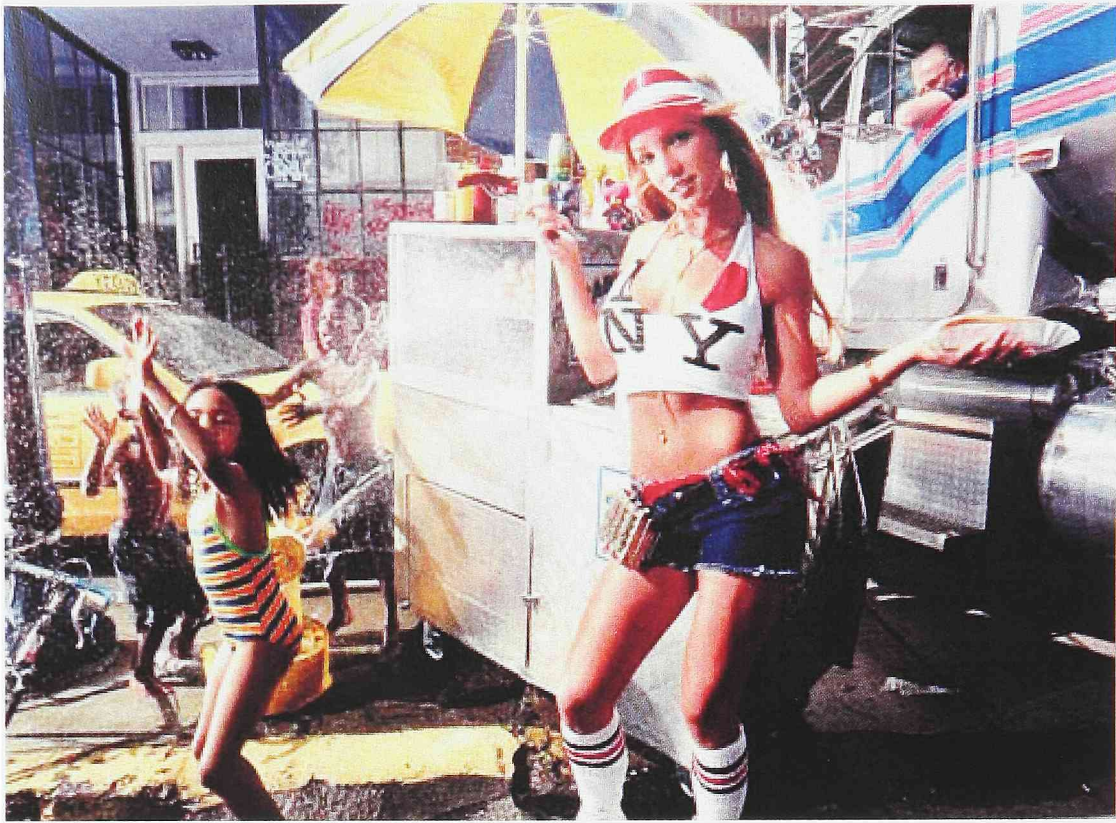


Figure 2.13 Brittany Spears  
David LaChapelle (2001)

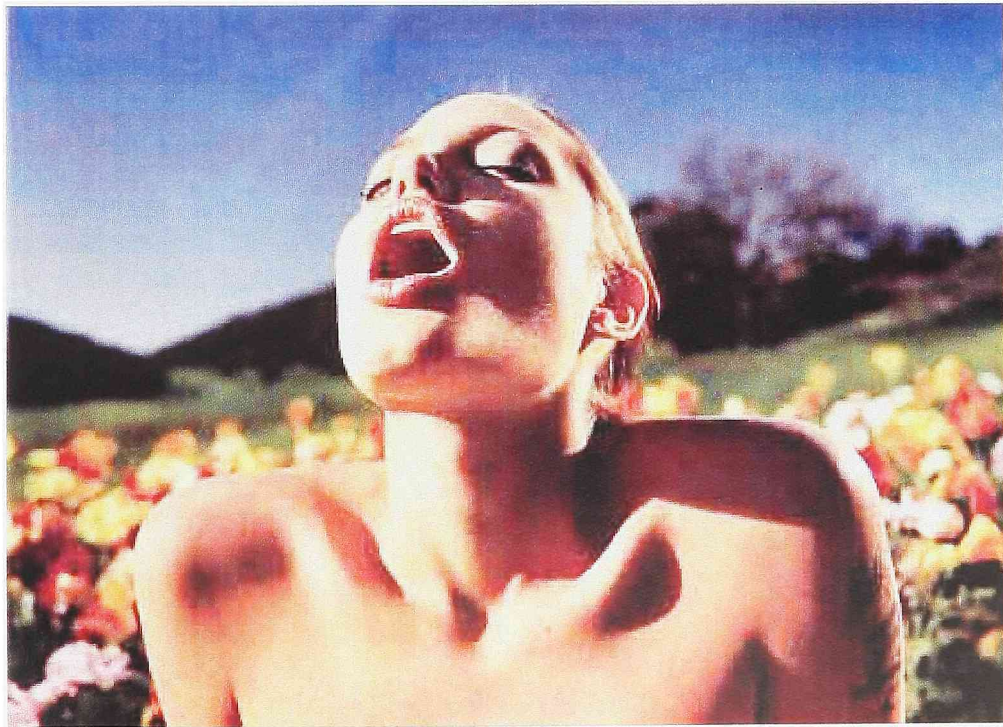


Figure 2.14 Angelina Jolie  
David LaChapelle (2001)





Figure 2.15 Eminem  
David LaChapelle

## Marketing

Ironically advertisement is all about sex, but sex is something rarely discussed. Sex is usually not talked about at home, not discussed by teachers at school, and not talked about at church. Where are we learning about sex? Through advertisement, television, and peers? An advertising photographer's job is to take an unappealing product and make it appealing. How do you make something appealing? Sex it up. Associate health, happiness, popularity and security with it so that people will want to buy it. Sexy ads are typically used for brands associated with social interaction like clothing, fragrances, alcohol, health, and beauty aids. It was not until recently sex has been used to sell everything (Erotic).

In Tom Reichert's article "The Prevalence of Sexual Imagery in Ads Targeted to Young Adults," Reichert discovered a distinct correlation between advertising including sex and sales of products. Since Abercrombie's inception of its previously mentioned "magalog," a combination catalog and magazine which contains sexual themes and imagery, Abercrombie has significantly increased its revenues. In 1992 when the magalog started circulation, Abercrombie's revenues grew from \$50 million to over \$1.5 billion in 2001 (Reichert 403). Another example of sexual theme advertising would be Candie's, Inc. use of its "Anywhere you dare" fragrance campaign. Ads featured celebrities in sexually suggestive poses and sexist situations. The campaign was a move to increase the brand's share of the \$1.2 billion fragrance segment (Reichert 403).

Sex in advertising can have many forms and be correlated to many different types of products. Most of the time the style or amount of clothing worn by models is a common form of sex in advertising. It is typically visual with physically attractive models and depictions of sexual behavior with or without partners, but can also include

verbal innuendo and explicit print (Reichert 404). People see many marketing firms on television today trying to sell products by simply using a sexual theme. Content studies reveal that sexual imagery levels vary by the type of advertising medium used. In a study done in 1988 by Soley and Reid found that 35% of women, and 14% of men were dressed sexually in magazine ads, and an update found the percentages to increase through 1993. (Reichert 404) In 1998 it was found that 12% of models which were primarily female were dressed sexually and 8% were involved in sexual behavior in prime time commercials. Similarly, analyses of network promotional messages reveal that over 20% contain sexual content, up significantly in recent years (Reichert 404).

Television commercials produced between 2003-2004 for Dentyne Ice depicts an attractive shirtless guy putting a piece of gum in his mouth only to attract a good-looking blonde woman over to make out with him, with the slogan being “nothing’s cooler than ice.” If the marketing genius’s at Dentyne were thinking, they would realize the message they are portraying - chew this gum and you’ll get to make out with someone attractive. Another ludicrous example is the Herbal Essence commercials advertised on television. While no nudity or lack of clothing is shown, women are presented as in the shower and washing their hair. They apparently enjoy the Herbal Essence shampoo so much, they start moaning like they are having an orgasm. Again, the marketing people were playing on what women like to have in the bedroom -- an orgasm -- and trying to tie it in somehow with shampoo.

Now then the question is does it work? The answer is yes. Abercrombie’s increased revenues over the last 10 years are a perfect example. The effects of sexual content tell the reason why sex is used to sell products to youth. According to accumulated research, sexual information attracts viewer attention (Reichert 404). The

effect may be heightened for young adults, for whom sexual expression and experiences are still relatively new (Reichert 404). “A report done in *American Demographics* revealed that whereas most people (61%) report that sexual imagery in ads makes them less likely to buy the products, 44% of young adults (ages 18-24) said they are more likely to buy the clothes if the ad contains sexual imagery” (Reichert 404).

### History of Fashion

In order to understand fashion photography styles it is important to understand fashion and how it got to where it is today. Starting with the end of World War I, women were thought of as objects and/or starlets, but this idea began to change with the women’s suffrage movement. After World War I, the older generation wanted things to go back to the way things were before the war, but the younger generation revolted against this idea. Clothes became tubular, giving no appearance of hips or bust as a form of protest. Even so, this was the first time in society hem lines rose above the knees and the legs were shown.

Nudity has always been used in art. One of the first female nude pictures in a fashion magazine was in July of 1935 published in *Harper’s Bazaar*. At this time fashion was still coming from Hollywood and Paris. The great market crash of 1929 also affected the entire decade of the thirties. Colors were very drab during the depression, and people went to movies to escape reality. Hollywood brought fashion to women everywhere, and the 1930s were considered the most glamorous years in the film industry. This made Hollywood a prime source of fashion photography. The pictures were fantasy and unrealistic. It was a time of day-dreaming and wishful thinking.

Hollywood was romanticized. Hollywood designers became the trendsetters, but at this time they were setting trends that no one else could follow.

During World War II American designers finally got to be in the spotlight. They are recognized by *Vogue*, and start to become fashion icons. In 1944, *Seventeen* magazine was established with ads that were aimed at teens. With fathers gone to war employment was available for teens, and with jobs teenagers now had money to spend. One thing *Seventeen* started to promote were clothes for the young adult, which teenagers purchased with their money. When women started working slacks became acceptable, and a convertible suit which consisted of a jacket, short skirt, and blouse was introduced. After World War II, fashion changed with Christian Dior's "New look," which emphasized a shapely hourglass figure (Figure 2.16). Women went back to wearing corsets and their role as housewives. This would be the last time there would be a single fashion trend. The 1950s brought America back to a classic, conservative look for both men and women. Men wore grey flannel suits and women wore skirts and high heels. This was a decade devoted to family. Gender roles were strongly held, boys played with Davy Crockett paraphernalia and girls played with Barbie dolls. Teenagers wore jeans and poodle skirts with sequins and poodle appliqués. Girls wore pony tails, and guys had flat tops and crew cuts. The times were very conservative and fashion photography pushed that look. Pictures were about family, clean houses, cooking, and looking perfect.

The sixties and seventies brought war, revolt against the norm, European and Asian influences, women's equal rights, and black suffrage. Hippies did the exact opposite of the standard by promoting "wearable art" with colorful clothes, not showering regularly, and going barefoot. The Beatles brought a European influence to America by introducing the "mod" look (Figure 2.17). The traditional look of Jackie-O



Figure 2.15 Christian Dior's "New Look"



Figure 2.16 Mod Look  
Designer Rudi Gernreich



Figure 2.17 Jackie Kennedy Onassis

was accepted by the majority: traditionalist clothing marked by pill box hats, Chanel suits, and pearls (Figure 2.18). Examples of Asian influences brought by the Vietnam War is the mandarin collar dresses, Guru jackets, Asian print patterns, and in home decorating. Fashion photography got creative during this era, and there was not just one style to follow so photographers had more options to chose from. The seventies also promoted freedom of opinion and choice which showed in the photographers work.

The eighties brought the decade of the “yuppies” and “punks.” The yuppies were characterized by young, suburbanites who drove BMWs, wore designer brands, and only thought about money. A punk was someone who rebelled against the norm, wearing ripped shirts that advertised heavy-metal bands, wallets with big chains attached, and bracelets that looked more like a dog collar. A person of the eighties was either a preppie or a punk: having loafers or a mohawk. Women were now in the working world and wore power suits by day and dressed very feminine in the evening. Many people wore designer clothing. The eighties probably did not influence fashion photography. Photographers were still creative and trying out different techniques; for example in 1985 the first auto focus single lens reflex camera came out.

The nineties were a period of recession. Value was a major influence on family, fashion, and industry. The fashion of the decade was the androgynous (grunge) look from Seattle, preppie, and the hip-hop look which included huge pants that are worn low on the hips. Bell bottoms came back as well as other trends from the seventies like poor boy tops. Dress down Fridays became more common in companies which developed a more casual dress code all together. Consumer spending on clothing dropped. Shopping at discount stores was a new hobby. The thrill of buying a designer outfit at seventy percent off turned millions of women into discount shoppers. New fabrics like Tencel



and Microfiber were introduced. Cotton and linen had to compete with these new wrinkle free fabrics. Rap music was huge in the nineties, and it had a huge impact on fashion. The “gangster” image had a major influence on young men and women. From the nineties until now you have the focus of being an individual.

Fashion typically follows a fifty year cycle; it will repeat itself but always with alterations to the original look. For fall 2004, the lines resemble the 1950s. It is a beautiful vintage look with a lot of layers. Classy, elegant clothes with a lot of use of tweed, vintage jewelry, fur, round toe heels, a-line skirts, and sweaters. It is a new look, but with a 1950s influence on it. Fashion will always cycle around, it will go to mini skirts and then back around to long skirts. This cycle is a result of what is current in the world. Fashion reflects society and the events of a particular time. When a major event has occurred it will influence clothing lines. When the September 11, 2001 attacks occurred, the fall fashion lines consisted primarily of sweat pants and matching hoodies of various colors and fabrics. The lines were very comfortable and casual, giving one a feeling of security. Now in 2004, clothes have gone back to tailored and feminine. The clothes are conservative, no skin shown; unlike fall 2003 when the low jeans, short shirt, and one’s gut hanging out was the trend. Pictures this fall will be more conservative when it comes to the garments.

## CHAPTER III

### SHEDDING OF THE CLOTHES

#### Shock Value Being Pushed

Currently, being a sex symbol is a huge trend in fashion photography. The results of shocking the audience have proved to be a marketing success. The purpose is to get the attention of the audience, and it has. According to Lloyd, there are two attention grabbing techniques: enlist pornography and enlist social conscience. There are billboards and magazine ads all over with half naked women with their legs spread wide open (Lloyd 13). Every decade pictures become more graphic. With current fashion photography trends, what is left to take off. The apparel ads seem to be the most graphic of them all. Lacoste Pour Homme cologne for men has a marketing campaign “style on skin.” This makes sense; cologne does go on one’s skin. Their ad is a gorgeous male wearing nothing, sitting in a leather chair, and drinking a cup of tea. The attention grabber of this ad is the stopping point of the picture, you practically see the man’s pubic hairs. I will never forget the first time I saw this ad. I nearly fell out of my chair in astonishment. It is when you do not think that they can go any farther that they shock you.

#### Public’s Reaction

When I started my research I found a lot of topics not about consumer reaction to clothes being shed, but about their reaction to gender roles and exploitation of females. I realized that the progression of clothes coming off has been a slow one. Even though fads come and go quickly and the fashion industry is very fast paced, the evolution of

nudity has been pretty slow. If the limit is pushed to quickly, people get upset and fight back, which was apparent with the 2004 Super Bowl incident. Overall the pace of the progression allows people time to adjust and become desensitized. Ads continue to push just a little bit at a time. They only go as far as to catch one's attention, but not to insult or offend people.

Without a doubt people do react to advertising that they do not agree with. The *Abercrombie and Fitch Magalog* would still be in circulation had the public not stood up. With the convenience of the internet people are able to easily make a complaint. The Advertising Standards Bureau had 60% of their complaints in 2003 through e-mail compared to 10% in 2001. 62% of their complaints came from females and 32% came from males and 80% of their complaints were about advertising on the television. The primary issues attracting complaints were about portrayal of sex, sexuality, and nudity (30% of complaints). Second was the portrayal of people (25% of complaints). There are three categories that the public fall in about general emotional response to an ad: approval, disapproval, and surprise (Orth, Ulrich, and Holancova, 79).

### The Future of Fashion Photography

A teenager hears music and sees commercials but does not realize the influence it has on them. The underlying message may not have been understood at that time. In hindsight, the influence may have still been there. It desensitized Americans to what is acceptable or not acceptable. Young children are caught giving oral sex on the back of a bus because they are told that it is normal through the media. Unless a parent blocks the child from television and talks with them about what is right and what is wrong, how will a child know? Not until they are caught doing these things, and then they get disciplined.

Our children are freely being exposed to advertisement that involves sex and violence--  
media that is meant for the adults

In 2004 the mood of the nation was positive, fashion went into full force. Clothes were flirty, feminine, and pretty. The spring included very short skirts, bright colors, and a lot of jewelry. The fall forecast is classy, elegant clothes. There is a lot of tweed, vintage jewelry, fur, heels, and everything in between. We are going back to a fifties look.

Fashion is a way for people to express themselves. Not everyone dresses the same and it has not been this way for decades. Who one hangs around with, what type of music one listens to, what area of the country one lives in, and many other factors all influence how one dresses. Some people feel comfortable revealing more of their body while others do not feel as comfortable. Not everyone is the same and people want what they wear to reflect who they are whether they are trendy, rebellious, classic, and so forth.

The future of fashion photography seems to have no where to go. The next turn could possibly be humor. Currently there are a lot comedic commercials on television. Making a viewer smile and laugh results in positive feelings towards the product. Fashion photography could go a more informative style which gives the viewer knowledge about the product. This makes the viewer confident in the product. As for the future people want to feel and look thinner, prettier, and richer. This seems to be the current way to advertise fashion. Fashion photography will most likely continue to progress to the point that we can not differentiate between pornography and advertisement.

## CHAPTER IV

### CONCLUSION

The fact that clothes have come off in fashion photography is obvious; it has been slowly happening over the past thirty years. Today, however, it is more in-your-face than it ever has been and more and more people are trying to push the envelope further and further. The influence of fashion in television and magazines has a more profound influence on younger generations than people are willing to admit. Parents are working more, thus children are watching more television and are exposed to more and more mature themes. This in turn promotes the idea that sex and showing skin is okay, even at a young age. Even so, sex sells and companies will continue to find new ways of “sexing up” their products to increase their revenues. In America and around the globe the clothes have come off, and it does not appear as though they will ever be put back on.

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