DAVID J. CREWE

Intro to Fashion Photography

Who Am I?

- **Originally Canadian**

- **Raised a musician**

- **Traveled the country working and training in multiple fields until a camera fell into my hands on my 30th birthday.**

- **Started to figure out how to use that camera when I was 32.**

Meet my first model!

Fashion Photography is a genre of photography devoted to displaying clothing, accessories, beauty, and other fashion items.

It's NOT about photographing People!!!

A Brief History

- Developed in the 1830s
- First appearance in French Magazines
- Quickly became it's own genre/brand growing bigger every year
- What was once a French Niche is now mainstream;
    - America's Next Top Model
    - Project Runway

What's the Purpose?

- Capture new / different styles to use for promotion, Sell to Vendors/Stores, Magazine Ads, Flyers, Billboards, etc.
- The larger the scale, the more impact it can have on the consumer and trends within the industry / society
- The effect on viewers is on the whole clothing style they would wear

Where does the work come from?

- Fashion Labels
- Magazines
- Talent and Marketing Agencies
- Book Publishers/Editors

Where does the Money Come From?

- Fashion Labels
- Personal / Start-up Clothing Brands
  - Create a Look Book
    - Profit Sharing
- Magazines / Advertising
- Licensing images you've taken on your own (or with the above shoots)
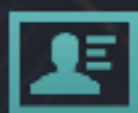
Wonderful Machine & Agency Access

Fashion Photography is Subjective!

What works for one idea/brand can be detrimental for another.

What style and look I like, you may hate!

Remember that images can be reused and repurposed for different projects

Notable Fashion Photographers

- Richard Avedon - http://www.avedonfoundation.org/fashion/

- Nigel Barker - http://www.nigelbarker.tv/

- Gregory Crewdson - http://www.gregorycrewdsonmovie.com/

- Mario Testino - http://www.mariotestino.com/

- Annie Leibovitz - https://www.facebook.com/annieleibovitz/

- Terry Richardson - http://www.terryrichardson.com/archive/#/vintage

- David Lachapelle - http://davidlachapelle.com/

- Bella Kotak - http://www.bellakotak.com/

- Kirsty Mitchell - https://www.kirstymitchellphotography.com/

- Dixie Dixon - http://www.dixiedixon.com/

- Miller Mobley - http://www.millermobley.com/

- Clay Cook - http://www.claycookphotography.com/

- Lindsay Adler - http://www.lindsayadlerphotography.com/

- Sebastion Kim - http://www.sebastiankim.com/

Things to Think About with Fashion Photography

- **Choosing a model**

  - **Choose someone that has the "look" needed for the theme behind your shoot**

    - **ie. Strong Features for Edgier Projects**

    - **Athletic & Fit for more sport / action themed**

  - **Sometimes you don't need a "perfect 10"**

    - **Unique and Odd often work well for fashion photos**

  - **Sometimes you don't need a model at all!**

    - **Hand Modeling (do it yourself!)**

    - **Mannequins**

    - **Product Shots**

Things to Consider

- **Theme / Story of your shoot**

  - **The General Purpose**

- **The Model(s)**

- **The Location**

- **Lighting / Time of day - (This is critical!)**

- **Shapes & Colors**

- **Movement/Action or Static**

- **Props**

- **DON'T BE CHEESY!**

- **DON'T DO IT FOR FREE!!!*****

  - **(Unless it's for you, and it's your portfolio)**

THEMES

- Shooting a themed project will give your images a sense of continuity and inspire the choice of clothing, make up, hair style, accessories, etc!

- Theme can be a single word. Anything that evokes an emotion and imagery in your head.

  - Red, Blue, Lonely, Happy, Circus, Football, Beach, Noir

Color or Black & White?

- Be mindful of your color selections. Not just in the clothing, but your location, props, lighting, and even the people!

- Be sure to choose complimentary colors (Invest in a Color Wheel)

- B&W is always a good thing! Richard Avedon swore by it!

Props & Accessories

- **Props can make or break a shoot**
- **Keep it Simple!**
- **Types of Props?**
  - **Food / Beverages**
  - **Cars / Bikes**
  - **Chairs & Misc Furniture**
  - **Toys**
  - **Flowers**
  - **Luggage**
  - **Telephones**
- **Avoid "sensitive" props such as guns, drugs, cigarettes, and alcohol unless there is proper context**
- **KEEP IT SIMPLE!!!!**

Movement / Action

- **Showing movement is best achieved with the use of motion blur (Slow shutter speeds)**

- **Slow Shutter = More Light**

    - **Prepare accordingly**

- **Use a tripod whenever possible if shooting slow shutter speeds**

- **Make use of speed lights / Strobes to include motion blur _and_ a crisp subject**

- **Fast Shutter speeds will freeze motion (Sports/Action/Hair)**

Examples of Fast Shutter Speeds to Freeze Motion

- **Even a good photo can be improved with the right retouching**

  - **A bad image is unrecoverable, (Blurry, Awkward pose/expression, blinking), no amount of retouching will fix it**

  - **Subtly is key!**

  - **If you can see the "retouch" you've got too far! (unless again the context/story brings you to that point)**

- **Light is your best friend, and your worst enemy.**

  - **Avoid Fluorescent Lights whenever possible. They add varying color casts and flicker**

  - **Avoid mixed light sources (Tungsten / Fluorescent / Daylight etc)**

  - **Use gels to balance lighting or to get creative**
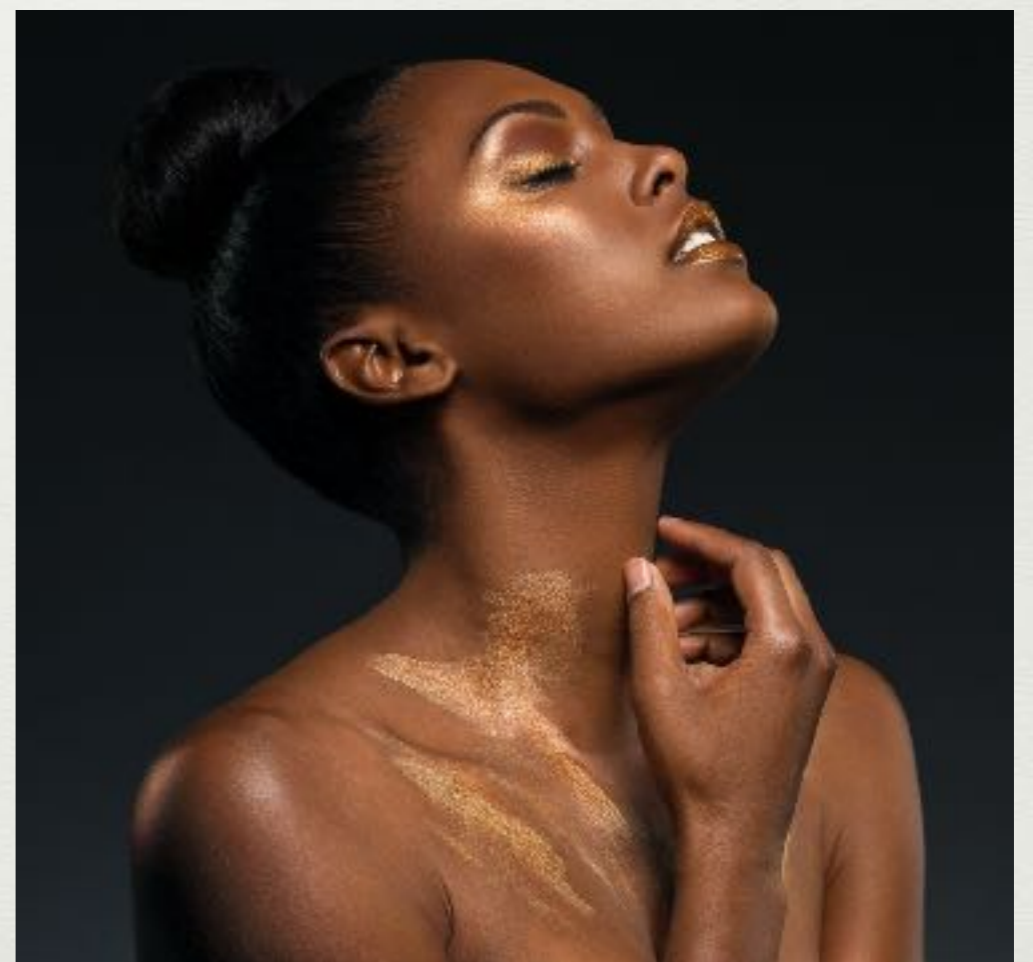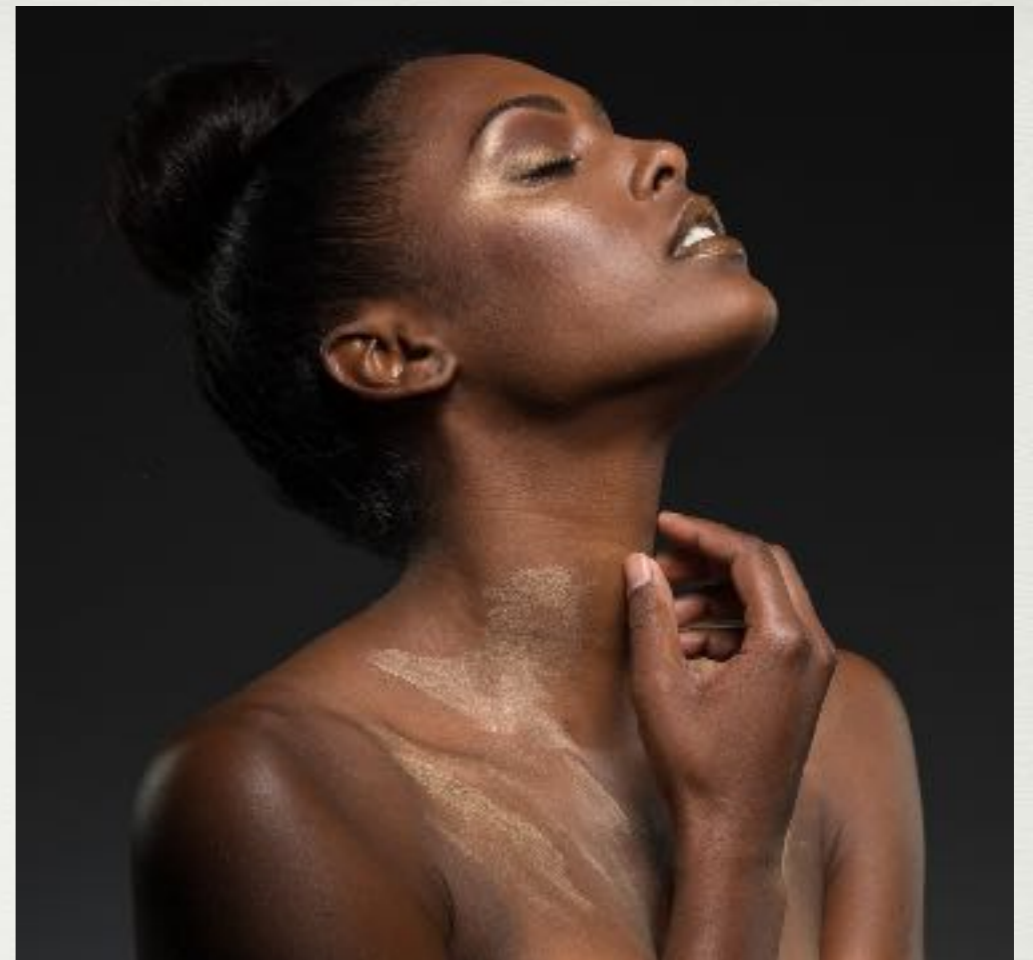
- **Angles & Cropping**

  - **Sometimes simply changing the crop of an image can produce something far more interesting**

  - **Quirky or odd angles can add intrigue. Be bold and deliberate in this when shooting!**

  - **Pay attention to your subject matter, and the surroundings. Make use of the lines!**

- **Things to avoid / Don't be cheesy**

  - **DUCK FACE!**

  - **Focus Issues / Bad Light**

  - **Positioning with environment (Objects "growing" from your subjects head/body)**

  - **Dropped Hips / Hands in awkward positions**

  - **Remember to guide your model!**

    - **They know their bodies, but they can't see the shapes they make relative to your perspective.**

RESOURCES & REFERENCES

- Lindsay Adler's List of Fashion Magazines - http://blog.lindsayadlerphotography.com/list-of-fashion-magazines

- Lindsay Adler's 100+ Fashion Magazine Resources - http://learn.lindsayadlerphotography.com/get-published-fashion-magazine-resource/

- Julia Kuzmenko McKim's Retouching Academy - http://www.retouchingacademy.com/

- Jen Rozenbaum's Top 5 Selling Poses - http://www.jenerationsblog.com/for-photographers/

- Jen Rozenbaum's Boudoir Cheat Sheet - http://www.jenerationsblog.com/boudoir-cheat-sheet/

- Photoshelter Free Resources - http://www.photoshelter.com/resources

www.davidjcrewe.com
Twitter: @DavidJCrewe
Instagram: @DavidJCrewe
https://www.facebook.com/DavidJCrewePhotography

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