

FASHION EDITORIAL

Upcoming Fashion Trend



INSTAGRAM: [@voguemagazine](https://www.instagram.com/voguemagazine)

PUBLICATION OF CHOICE

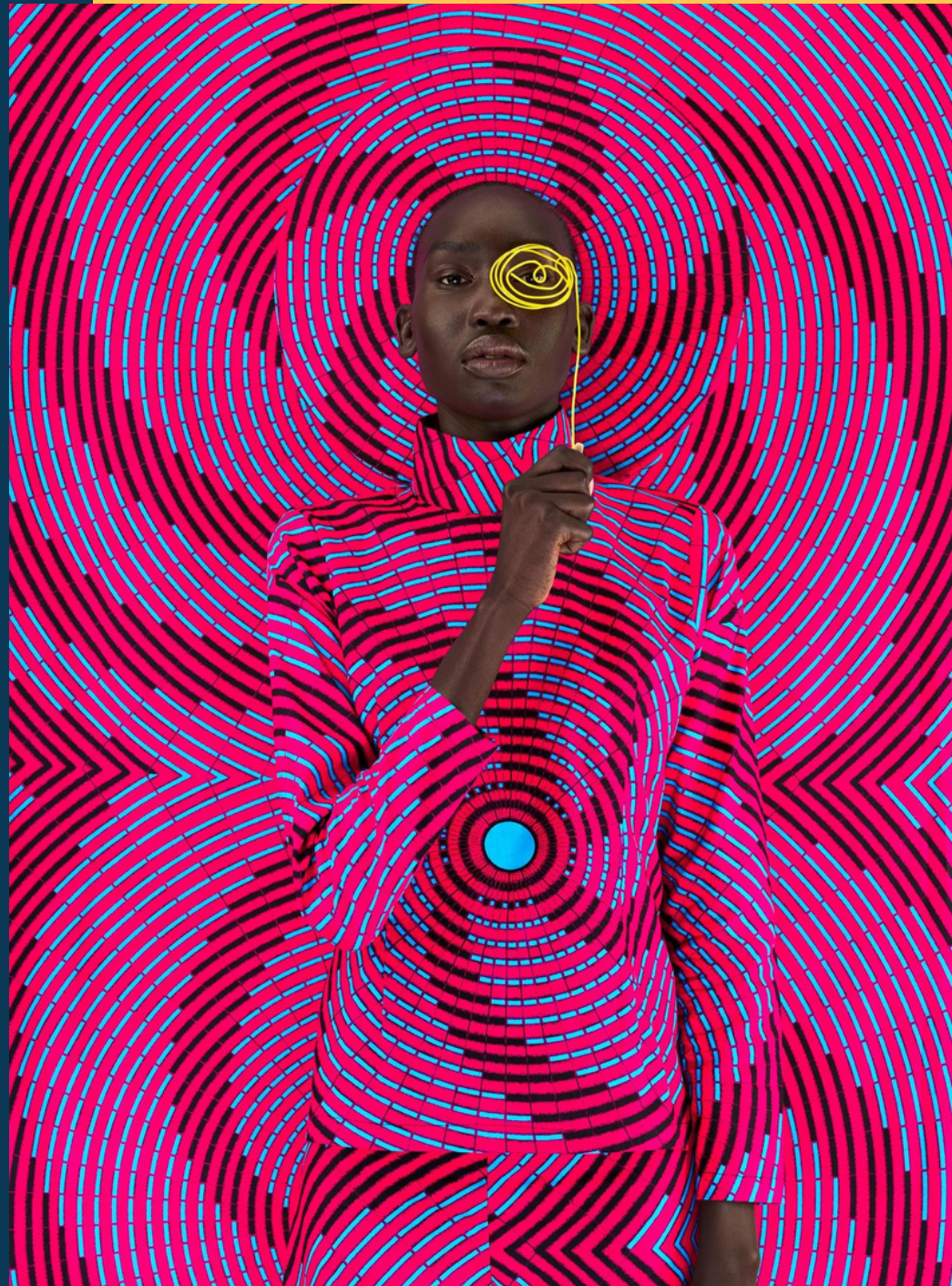
In 1892, Vogue began as a weekly newspaper before becoming a monthly magazine years later. Since its founding, Vogue has featured numerous actors, musicians, models, athletes, and other prominent celebrities. The largest issue published by Vogue magazine was the September 2012 edition, containing 900 pages.

The British Vogue, launched in 1916, was the first international edition, while the Italian version Vogue Italia has been called the top fashion magazine in the world. [2] As of today, there are 26 international editions.

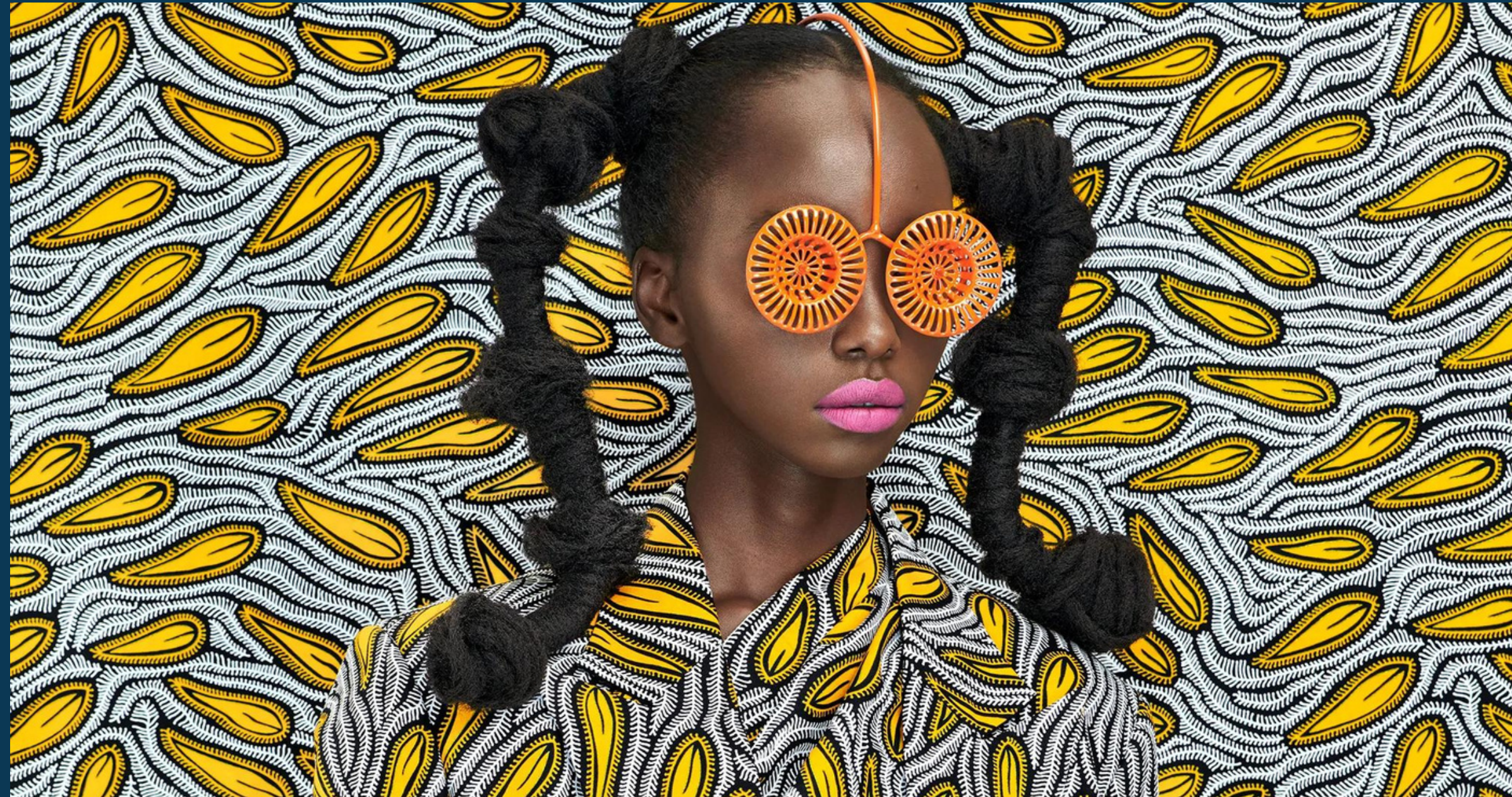
TARGET CUSTOMER

The entire fashion industry, along with anyone who wants to stay up on current trends, events within the fashion world. The magazine has a wealth of information in regards to all things fashion, business within fashion industry. Breaking stories, and know for their fashion forward editorials.

Fashion Editorial INSPIRATION



EXAMPLES OF EDITORIALS



This editorial is about the celebration of African art, culture. The editorial highlighted the colors, the patterns, the hairstyles of the culture. The pictures were different from the normal examples of african print that are shown. The photographer was a self taught photographer which stood out the most. The photos were bold and full of expression.

Fashion Editorial INSPIRATION



EXAMPLES OF EDITORIALS



This editorial is about the importance of the education of your girls in Kenya, Africa. It stood out to me because of the way the girls were shot. You could see the personalities through the photos. I also love the colors, as well as it being a natural shoot. The girls were in uniform not styled for the shoot. The shoot made a clear statement about empowerment of young girls of color.

Fashion Editorial

FASHION TREND PLAIDS

Plaids in traditional colors as well as full blown suiting has resurfaced into the fashion industry. On runways, on the street, and in editorials.

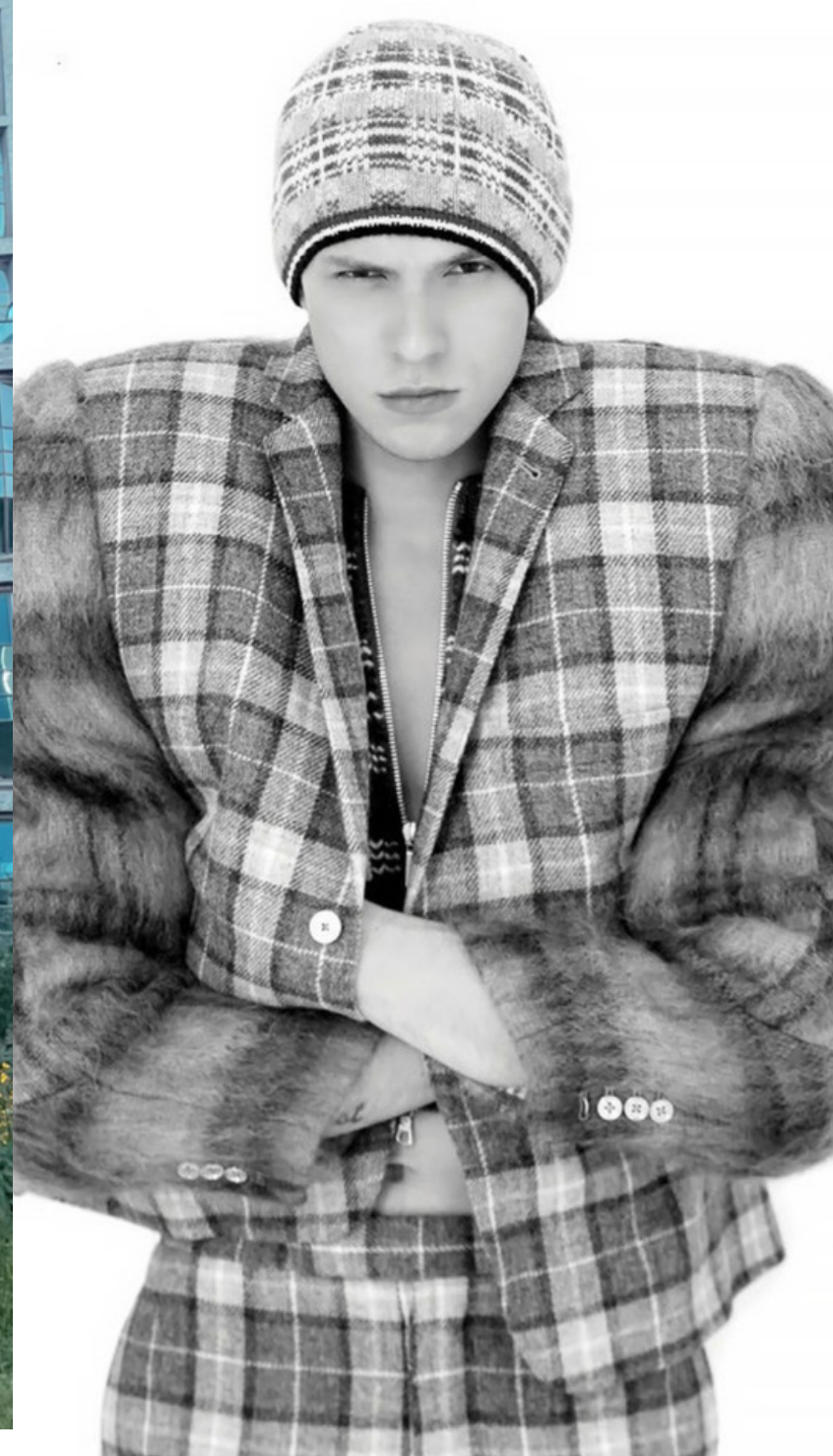


Fashion Editorial

"PLAID MEETS CONCRETE"



Plaid Meets Concrete
INSPIRATION FOR THE CONCEPT



Plaid Meets Concrete

SHOT LIST

Scene	Shot	Shoot Date	Angle	Camera Movement	Lens	Equipment
3	1	10/12	low angle	hand held	iphone	iphone
3	2	10/12	high angle	hand held	iphone	iphone
3	2	10/14	high angle	hand held	iphone	iphone
2	1	10/14	high angle	hand held	iphone	iphone

MODEL SELECTION



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LOCATION



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STYLING PHOTOS



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CONTACT SHEET



CONTACT SHEET



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CONTACT SHEET - FINAL CUT





EXAMPLES OF FLATS FOR EDITORIAL

LEFT IMAGE: MATT ; JACKET NORTH FACE,
PANTS EXPRESS MEN, TSHIRT, H&M
RIGHT IMAGE: NICOLE , COAT FROM
GARAGE, DRESS FROM GAP, SNEAKERS
GOLDEN GOOSE, JEWELRY FOR BOTH
KENDRA SCOTT

CITATIONS

<https://www.vogue.com/article/a-vibrant-series-by-thandiwe-muriu-celebrates-african-culture-and-heritage>

<https://www.vogue.com/article/lee-ann-olwage-enlightens-the-disparity-of-girls-education-in-kenya>

[https://www.bstn.com/us_en/p/the-north-face-reversible-thermoball-jacket-nf0a7x2891x1-0274956?utm_source=google&utm_medium=cpc&utm_campaign=%5BUS%5D%20\(Shopping\)%20\(google\)%20\(Free\)%20en_All%20Products&gclid=CjwKCAjw-rOaBhA9EiwAUkLV4myRTY_hrn8InpNC9UQBavGF642BNXIftEf85ILO9ovUc9qVhU1OxRoC96IQAvD_BwE](https://www.bstn.com/us_en/p/the-north-face-reversible-thermoball-jacket-nf0a7x2891x1-0274956?utm_source=google&utm_medium=cpc&utm_campaign=%5BUS%5D%20(Shopping)%20(google)%20(Free)%20en_All%20Products&gclid=CjwKCAjw-rOaBhA9EiwAUkLV4myRTY_hrn8InpNC9UQBavGF642BNXIftEf85ILO9ovUc9qVhU1OxRoC96IQAvD_BwE)

<https://www.gap.com>

[https://en.wikipedia.org/wiki/Vogue_\(magazine\)](https://en.wikipedia.org/wiki/Vogue_(magazine))