

INBUILT STATURE

;designed by
attributes

Creative Direction
and Styling

Editorial and Social Media
Campaign by Melanie Dunshea



Conceptual and Aesthetic Project Moodboard

STYLE GUIDE

Inbuilt stature; marries both fashion and visual identity to celebrate an appreciation of structural elements and an optimistic conceptual narrative. A formulated style guide to represent the vision for graphics and imagery.



Heading

Acumin Variable Concept - Wide Extra Light
Size 100 and 45
Spacing 84

Acumin Variable Concept - Wide Extra Light
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9
! @ # \$ % & * () - + = ' "

Sub Heading

Acumin Variable Concept - Wide Extra Light
Size 30, 25 and 20
Acumin Variable Concept - Wide Extra Light Italic
Size 17

Acumin Variable Concept - Wide
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9
! @ # \$ % & * () - + = ' "

Body text

Acumin Variable Concept - Wide Extra Light
Size 12
Spacing 17pt

Acumin Variable Concept - Wide Extra Light Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9
! @ # \$ % & * () - + = ' "

Caption

Acumin Variable Concept - Wide and Wide Extra Light
Size 10

Footer

Acumin Variable Concept - Wide Extra Light
Size 8



Grace Elizabeth
Vogue Paris March
2018 by David Sims

Rule of thirds
photographic
element highlights
focal point and
direction

Natural hair and
makeup

Minimal yet detailed
with numerous
variety in shape.

Triangles, circles,
rectangles, and
diamonds.

Rule of thirds
utilised to enhance
photographic direction

Magda Butrym
Fall 2019



Ready-To-Wear fashion show

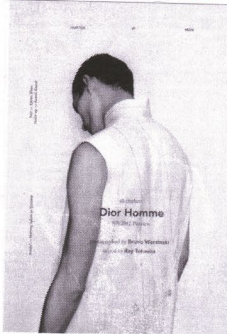
Dior Homme

s/s 2012 preview

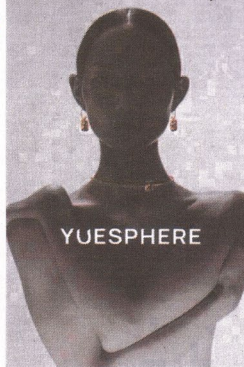
Bruno Magli
Ray Tetavira

Contemporary
and minimal
graphics

Black and
white contrast
to define shape
and detail



lack of clarity



Shadow degradation
over face and body

closed body language
and lack of emotional
connection to audience

gradual tones

silhouette defined by
negative space and
tonal contrast

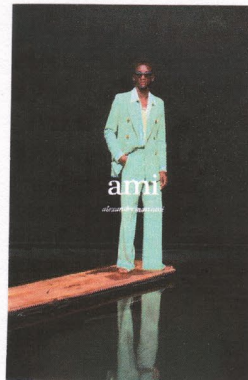
Yuesphere

Broad shoulders
and wide
powerful stance

Negative space
and shadows
to define shape

Timeless and
versatile black coat

The Attico resort
2021 collection



AMI Spring/
Summer 2021
campaign

3/4 shot that
has audience
connection through
eyes and open body

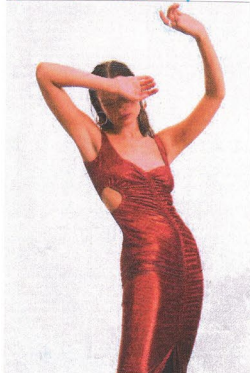
Water reflection can be
used to portray the
idea of the past and
'self reflection'. Low key
imagery used to create
bold shapes, definition
and emphasise colour



Birgit Kos in
ELLE France
2016

High key
image
and
negative
space to
show
detail and
silhouette
shape

Galvan Spring/summer
2019 Ready-To-Wear



Ribbed garment
details create
subtle shapes and
emphasises form

closed off body
language

graceful yet
structured

Alexander McQueen
Fall 1999 Ready-To-Wear

Silver metallic body
armour reflects
highlights that
emphasise contour
and shape

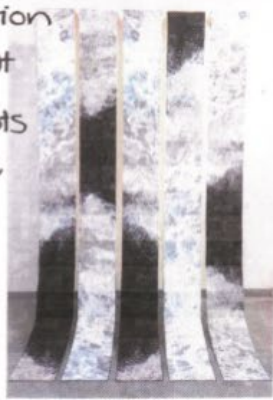


Nicole Pietrantonì
 THE FALLS 2016
 120" x 84" x 12"
 Inkjet on Awagami
 Inbe Thick
 Accordion books that
 expand to panoramic image



Zara
 Autumn/Winter
 2014
 Lookbook

linear direction
 creates height
 tonal contrasts
 highlight shape,
 texture and
 detail



contemporary
 and minimal
 graphic font
 and set design

shape and
 perspective create depth
 and silhouettes

subtle imagery can be used as
 background messages behind text

set design
 inspiration

Anish Kapoor
 DEATH OF A
 LEVIATHAN 2011
 Installation
 Deflated PVC
 balloon across
 three rooms



High tonal contrast and
 juxtaposition in installation
 materials

Rough, dark and deflated
 to....
 clean, bright and
 defined

Viviane Sassen:
 Etan & Me #6
 Photograph 2013



Aurélie Abadie + saugues samuel
 UN PASSAGE VII 2018

→ juxtaposition of
 dark and rough
 organic textures
 to clear, polished
 and geometric
 shapes and textures
 → tonal contrast and
 gradation

lack of clarity
 altering reality
 by reflecting
 subject matter

organic shapes
 and blending
 of colours



Sebastian Wickerroth
 GRACEFUL DEGRADATION I, 2009

→ reflective materials
 → textural gradation
 → set design influence
 → rough and shiny



→ high tonal
 contrast
 → silhouette
 defined by
 bold shape
 → light illumination
 → timeless style

Marc Jacobs Fall 2016

Inbuilt

adjective

existing as an original or essential part of something or someone.

"the body's inbuilt ability to heal itself"

Stature

noun

1. a person's natural height.

"a man of short stature"

2. importance or reputation gained by ability or achievement.

"an architect of international stature"

Proposal Statement

Melanie Dunshea

Creative Direction and Styling:

Printed fashion editorial and supporting social media mampaign

NARRATIVE

Inbuilt Stature; designed by attributes, is your new contemporary visual inspiration for versatile and innovative timeless fashion. Flick through the pages of our fashion editorial or swipe through our social media campaigns to see the staple essentials to secure your contemporary, sophisticated wardrobe. *Inbuilt Stature; marries both fashion and visual identity to celebrate an appreciation of structural elements and an optimistic conceptual narrative. In curation, through storytelling and visual elements, the narrative and contemporary colour palette are inspired by the thematic and aesthetic influences of the design process. The intended imagery, graphics, and marketing strategy for Inbuilt Stature feature our key design signifiers of contrast, optimism, and structure through the determined control of negative space, linear direction, and balanced features.*

Conclusive designs are curated through carefully considered trials before they are ready for execution and presentation (Voltage Control 2022). Equivalently, we as individuals undergo numerous personal challenges that aid us in evolving into our best version of ourselves. With every challenge conquered and personal goal achieved, we find our strengths and create a better interpretation of ourselves each day. *Inbuilt Stature* signifies the progression and development of growth through challenge and experience. The title, *Inbuilt Stature*, is inspired by its connotations and

meaning. The word *inbuilt* represents the essential part of something, and *stature* denotes the reputation created by ability or achievement and natural height. Through time, everyone and everything is depicted by their attributes and abilities, the way they act, perform and present. *Inbuilt Stature* promotes women's desire to grow and learn in their maturing adolescence. We hope to inspire young women to embrace their strengths and abilities to create a better and more confident version of themselves.

THEMATIC EXPLORED

Our fashion editorial campaign highlights the versatile styling of neutral and foundational pieces to create an essential capsule wardrobe for every woman. Our editorial aesthetics, space design, and visual identity inspiration are derived from the roots of timeless capsule fashion and chic nineties aesthetics. A combination of micro and macro fashion images will complete the editorial alongside supporting conceptual product, set, and location images. Styling will feature signature silhouettes to embody timeless notions through an emphasis on shape, form, and light, achieved by spotlighting a white collared shirt, a little black dress, a black leather jacket, and a trench coat (Amy De Klerk 2022). Similarly, nineties-era fashion is praised for its effortlessly chic aesthetic and influence on contemporary style (Ying Hyde, S, and Caruso, L 2021). Iconic reinvented pieces that best represent the era's influence on modern fashion are spaghetti straps, halter neck tops, vests as tops, platform slides, and strappy heels (Ana Escalante 2022).

EXPLICIT STYLING

Explicit details and styling choices have an ascending presence throughout the imagery to create a sense of growth and allow the audience to feel part of the transformation, primarily evident in the ascending saturation and appearance of colour. The palette incorporates a versatile and calming story of discordant and complementary hues of slate blue, caramel, and stone grey. In addition, our campaign intention features an abundance of explicit notions directed through curated styling choices, set design, and model poise.

Shoot locations are considered and determined by their textures and lighting, including industrial studio spaces, rock cliffs, and city street crossings. Set design, shoot locations, materials, and fabrics will feature a juxtaposing transition from rough textures and matte surfaces to smooth, polished textures that visually reflect the conceptually refined transformation. Models are to be directed likewise to depict a shift in enthusiasm, from closed and guarded body language to open and vigorous. In complement to model poise, makeup and hair styling feature classic and clean designs to show natural features and contrasting bold graphic eyes to signify constructive transformation.

IMPLICIT STYLING

Implicit design choices increase the conceptual storytelling of transformation, progress, and clarity. Technical camera skills, photographic direction, and post-production manipulation are explored further to reinforce the narrative of change throughout the editorial. Imagery will use motion blur and freeze frame elements

throughout to demonstrate the notion of clarity through the conceptual development stages. Motion blur caused by controlled shutter speed will create the effect of movement and change to signify the idea of progression. A freeze frame shot will contradict the motion and be used to define a moment and depict the subject matter in all detail. Digital manipulation creates a sense of distortion and fragmented reality. High camera angles capture the model's most vulnerable side with minimal eye contact and closed body language to portray timid emotions to the audience. Juxtaposing this, low camera angles, broad poise, and eye contact will display the model as confident and draw the audience in with an optimistic emotional connection. The ending series of imagery will also feature shadows and reflections that depict a past vision.

OUTCOMES

Inbuilt Stature is a printed editorial publication supported by a social media campaign, primarily on Instagram and secondarily on Tik Tok. Our printed editorial represents personal progress and growth, a series of images and motivational text. Our printed editorial publication is selected to be an A5 20-page perfect binder book that explores the journey of transformation through fashion imagery and supporting text. Additionally, featuring some translucent pages to support the conceptual and aesthetics of the editorial. The series of images depict the change in a female's confidence in the approach to her adolescence. The printed editorial aims to be a tangible source of inspiration to influence a sophisticated, timeless capsule wardrobe. The social media campaign for our audience focuses on targeting digital-aged consumers. Using digital platforms tactically allows our designs and message to be communicated faster to a larger, more accessible audience (Shrestha Brahma 2022).

We aim to be sustainably and ethically conscious by contributing to extending the life cycle of each product and material used. We aspire to hire, resell or recycle every clothing and set item we use to ensure each product gets as much use out of its life cycle. We have an excellent opportunity to find high-quality pre-loved designer items as there has been a recent spike in social media and youth to hire their designer clothes to customers for a low price. According to Jessica Davis, a Harper's Bazaar writer, there is a growing audience for pre-loved fashion through rentals and resales. In her 2022 article, she spoke with Frej Lewenhaupt, CEO and co-founder of Steamery Stockholm, on how to successfully resell worn clothes. We aim to follow their advice and ensure that all of our resealable garments are washed, steamed, and well descriptive (Jessica Davis 2022). For some items we must purchase from stores, we aim to resell them to buyers via our Instagram page or other digital media platforms to achieve our goal. These sustainable aims allow us to save money within the budget and allocate it to different categories to increase quality, such as printing.

AUDIENCE

Our concept targets a female audience who desires a versatile capsule wardrobe to fit any occasion. Our primary target audience is imaginative, resourceful females who value quality over quantity. This buying group is tangible and appreciates the luxuries of versatile pieces that can cater to suit any event. In addition, these women, aged 20-40, live in a social world of endless occasions, from work functions, date nights, coffee catchups, and afternoon walks.

Therefore, a versatile wardrobe allows these women to be ready on the go for any occasion.

Our secondary target audience includes generation z female social media influencers who desire a large digital following. We want to teach them to be stylish with a foundational wardrobe that will never go out of fashion. This audience is an adaptable generation that has been brought up to live in an ever-developing digital world, so we aim to cater to this through our interactive social media campaign. Gen z female influencers are centered around following and creating the latest trends in social media fashion. We aim to teach these influencers that it is not all about being trendy, and you can be stylish and desirable with a versatile wardrobe. The timeless style we want to influence consists of elevated basics and sophisticated centre pieces that avoid being identified by a particular trend, never becoming style obsolete (Amy De Klerk 2022).

Inbuilt Stature is presented as a women's high fashion editorial that focuses on conceptual storytelling and contemporary visuals through direction, shape, form, and balance. As our primary and supporting target market is widely exposed and interactive on social media platforms, we aim to design content to align with their interest, influence creativity, and push the boundaries to create a new benchmark for design (Kastenholz, 2021). Social media trends will be researched intensely to increase audience reach and interaction, ultimately maximising the overall exposure of the project to future platform followers. Social media platforms targeted for exposure will be Instagram and Tik Tok. In creating an interactive space online, we can communicate with our audience and create a like-minded influential community. Our digital campaign will also include two hashtags that allow us to connect with our audience and see the results of our influence.

LOGISTICS

Our editorial and social media campaign is aimed to be released in line for Autumn Winter 2023. This timeline and release date support our concept and styling choices alongside time for research, development, production, and post-production tasks. Our styling best represents this season through our refined styling of layered fashion pieces and cool blue hues. To produce this editorial and social media campaign on time and budget, we must create a strong network of trustworthy talent, including models, hair artists, makeup artists, rental boutiques, printing services, and shoot location management. Therefore, the budget for this project is set at 3,000 AUD, catering for talent, materials, delivery costs, hiring costs, deposits, bonds, printing, and travel. In addition, safety net costs are in place for external factors, including lost postage, damaged or unsatisfactory items, and printing manufacturing issues.

CONCLUSION

Giorgio Armani once said, "Elegance is not standing out, but being remembered". *Inbuilt Stature* aims to convey this vision by reminding women that first, your clothes make the initial reaction, then how you hold yourself in them creates the prolonging impressions (Harpers Bazaar 2022). We hope to inspire young women to embrace their strength and abilities to create a better and more confident version of themselves. Standing with tall stature, we want every woman to walk into a room and be proud of who you are. Make yourself, and then make your name shine. We are designed by the attributes we create, just like our clothes, refined through stages and beautifully presented.

MOODBOARD IMAGES

Ghyczy, D n.d, Deenesh Ghyczy oil painting, Image, <<https://picdit.net/2015/04/04/artist-deenesh-ghyczy/>>, 18 June 2022.

Kapoor, A 2011. Death of a leviathan Instillation, image, <www.designboom.com/art/anish-kapoor-in-berlin/?utm_campaign=daily&utm_medium=email&utm_source=subscribers> , 22 June 2022.

Images in journal annotations referenced in handwritten folio

TEXT REFERENCES

Voltage Control 2022, 5 Steps of the Design Thinking Process: A Step-by-Step Guide, website, <voltagecontrol.com/blog/5-steps-of-the-design-thinking-process-a-step-by-step-guide/>, viewed 24 June 2022

Harper's Bazaar 2022, The 87 Greatest Fashion Quotes of All Time, website, <www.harpersbazaar.com/fashion/designers/a1576/50-famous-fashion-quotes/>, viewed 26 June 2022

De Klerk, A 2022, The classic fashion pieces that go way beyond trends, website, Harper's BAZAAR, <www.harpersbazaar.com/uk/fashion/what-to-wear/news/g37836/timeless-iconic-fashion-must-haves/>, viewed 26 June 2022.

Davis, J 2022, How to care for and resell your wardrobe effectively, website, Harper's BAZAAR, <www.harpersbazaar.com/uk/fashion/what-to-wear/a36528283/reselling-clothes-tips/> , viewed 26 June 2022.

Ying Hyde, S and Caruso, L 2021, The Most Iconic '90s Fashion Moments to Re-create Today, website, Harper's BAZAAR, <www.harpersbazaar.com/fashion/trends/g3394/1990s-fashion-photos/>, viewed 26 June 2022.

Brahma, S 2022, Impact of Social media on the Fashion Industry In 2022, blog, The Fashion Frill, <thefashionfrill.com/fashion/impact-of-social-media/>, viewed 26 June 2022.

Escaltane, A 2022, Most ICONIC 1990s Fashion Looks from Hip Hop to Nineties Grunge, blog, The VOU, <<https://thevou.com/fashion/90s-fashion/>>, viewed 3 July 2022.