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 its 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
Wonderful Machine is more than just a
FULL SERVICE MARKETING FOR ARTISTS
Get noticed. Get hired.

Database
The first place to start looking for new clients. Our buyers Database has 90,000+ contacts and all the details you need to land your next gig.

Learn More

Emailer
With templates designed for artists, plus everything you need to send and track your promos, get your email marketing working its hardest.

Learn More

Consulting
With years of experience working with artists, our consultants will put you on the right path and help you make sure your marketing efforts get noticed.

Learn More
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

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


• Photoshelter Free Resources - http://www.photoshelter.com/resources
www.davidjcrewe.com
Twitter: @DavidJCrewe
Instagram: @DavidJCrewe
https://www.facebook.com/DavidJCrewePhotography