

## **The role of Fashion Photography in Fashion Design field**

**Dr. Doha El-Demedash**

Assistant Professor of fashion design, Apparel Department, faculty of applied arts, Helwan University

**Dr. Rasha Wagdy**

Lecturer of fashion design, Apparel Department, faculty of applied arts, Helwan University

**Alaa Hassan**

The fashion Designer & Stylist

### ➤ **Abstract:**

The brand catalogue as one of the most important types of fashion photography has a big role in the field of fashion design, styling and branding. It helps in fashion spread, trend analysis and styling and displaying brand identity. But the problem summered in attributing the fashion catalogue mission to the photographer or the designer. But in the real it is related to the brand identity and the new trends, so it is about combined efforts of the brander, designer, stylist and fashion director.

The catalogue not showing beautiful photos, it is showing real photos with a specific message in a win-win situation, to consumers to help them to be fashionable and elegant, and to increase company profit.

The research including two catalogues for Egyptian brands, for the season of spring/summer 2017 with the whole steps of creating them. This practical experiment is to set a scientific approach for every designer or brand temped to create a fashion catalogue, and to correct the wrong meaning of that fashion catalogue is the photographer or the designer responsibility, by focusing on the role of the brander or advertising manager, the designer, the stylist, the photographer and the fashion director. Clearing the relationship between fashion photography and other sciences such as branding, styling, directing, marketing and photography.

### ➤ **Keywords:**

Fashion photography, Catalogue, Lookbook, Brand identity, Style

### **1. Introduction:**

The fashion field suffers a very important problem, which is the lack of sufficient knowledge in the area of photography for fashion, where it is considered that the brand catalogue as the most important type of fashion photography depends on the photographer solely and is regarded as a key person in the process of creating the catalogue. Another misguided belief also is that the fashion designer is individually responsible for it.

But in fact, the professional photographer is just a tool to capture the image, which is determined by both the art director, fashion director, stylist and brander, these disciplines mentioned above cooperate to create a visual image that not only (or even necessary) is beautiful, but more importantly serves to reflect the identity of the brand and its concepts that are adopted in accordance with the target consumers and also their behavior.

The concept of fashion photography is not only limited to a picture that could be published anywhere, like that in a fashion show, but what we are referring to is the catalogue of a brand, when image has a role and a meaning.

➤ **Research Problems :**

- The real concept of fashion photography and the brand catalogue is unclear.
- Lack of availability of scientific paper explaining the steps of preparing a brand catalogue.
- The field of fashion photography is poor of academic experts that are in charge of directing fashion catalogues, also known as 'photoshoot directors'.

➤ **Research Importance :**

- Focus on the importance of fashion photography and brand catalogues.
- Supply knowledge for the academic people and for designers and brands to adapt catalogues as a means of enhancing brand identity & visuality.
- Open up a whole new sector in the fashion industry and consequently more jobs and experts known as fashion directors.
- Correct implementation of the science of fashion photography will make a successful catalogue which increase the sales and hence profit, by helping consumers to buy complete outfits instead of individual item and therefore decrease loss which is a result of discounting items.

➤ **Research objectives :**

- Set a scientific method for the steps of creating fashion catalogue.
- Emphasis that the brand catalogue shows the new trend for every season.
- Strengthen on the idea of helping consumers to know how to wear the new trend, how to create a different look of the style.

➤ **Research Methodology :**

- Analytical and Experimental approach.

➤ **Research Limitation :**

- The limits of objectivity: Fashion catalogues and the role of the visual image of Egyptian brands.

➤ **Research Assumptions :**

- Setting the steps and curriculum of making a fashion catalogue.

- Fashion photography; along with several sciences such as branding, styling, directing and consumer behavior; is needed for production of a brand catalogue which without the other sciences results in a mere picture which is destructive to brand identity.
- The catalogue creation is not the responsibility of the photographer or the designer, it is the novelty of a creation team, the fashion director, the designer, the stylist, the add manager and the photographer.
- Monitoring the most important points that indicate the success of the catalogue.

## **2. The Science of fashion and Photography:**

Photography is a “science”, an “art” and a “commerce” either and it used in many fields such as landscapes, food, portraits, people, the announcement of a product and fashion.

And where we have another science which could be related to photography which called “science of fashion” to issue the science of “fashion photography”. And in this research we will go over this science to detect its aspects and standards in order to help the fields which depends on it such as brand-names, brand stores and Officials add campaigns.

### ➤ **2.1.The Science of Photography :**

Photography is both “art” and “science”. The science of photography means using chemistry and physics in all aspects of photography, in the camera and each component of it such as its lenses, flash light and electronic camera internals. ([www.Johnlind.tripod.com](http://www.Johnlind.tripod.com))

It is not a formula but as a guideline, stunning images need three key factors that must be present at the same time, Photogenic subject, superb technique and pleasing situation. If any of these factors is missing, the image suffers. (John & Barbra, 2005, p.24) But when it comes to art, it assimilates in the images that have good composition and colors, and please your eyes aesthetically; also which affect your mood and emotions, and it also uses and applies the elements of photography according to principles from the “science” to achieve what the photographer desires.

### ➤ **2.2. The Science of Fashion :**

According to Cambridge dictionary fashion is a style that is popular at a particular time, especially in cloths, hair and make-up. ([dictionary.cambridge.org](http://dictionary.cambridge.org))

Fashion is directional and commercial; it is at the cutting edge of design globally, while also being a talent-hungry, image-dominated, commercial industry that demands the very best of design professionals, and exposes their work to the world. Thousands try to break into this arena, but few make it to the top. (Gurmit, 2010, p.8)

The researcher defines fashion as what people agree to wear, a popular style or trend, especially in clothing, footwear, accessories, makeup or body piercing. It is what people used to wear as a habitual and distinctive trend, which translates behavior to styles. Fashion also is the newest creations of textile and accessories.

As well, fashion has both sides “art” and “science”, it is not only about beauty as the misunderstanding of fashion. "Art" is defined as, the conscious use of skill and creative imagination especially in the production of aesthetic objects; works so produced. While "fashion" is, to give shape or form to; alter, transform; to make or construct usually with the use of imagination and ingenuity; the prevailing style (as in dress) during a particular time; a garment in such a style. (Angelique, 2012, p 43)

So, the “art of fashion” concerns itself with the design, colors, fabrics and accessories which are combined to create a beautiful dress, blouse, whatever a design looks beautiful and awesome. But is fashion is an art.

The definitions of "art" and "fashion" are similar. Yet, in recent years, fashion is not considered to be a form of art but is looked at as an ordinary functional quality of apparel or as a style. Previous studies have tried to tackle the problem of fashion as art but never came to any clear conclusions. Also, in the studies the researchers never created an actual art work or garment that would prove their theories. (Angelique, 2012, p 44)

The other side of fashion is “science”, fashion is an "Art" and it is a "Science". To be more precise, it is an artistic science and scientific art of learning to combine color, style, pattern and texture for the final effect that is right for the time, place and the user. (G.S., 2012, p.12) what means that the science part is about using design elements according to design principles, fashion is not only a nice dress, it depends on studying the field aspects, prediction sources of fashion trends, human behavior and needs, so fashion is an indicator of social changes all over the world. Also when a designer creates a design, it's not all about the form, he must know how it will be applied, what are the fabrics, the colors, the accessories and who are the customers. After all that there are studies and analyses are made to know to what extent has succeeded the trend.

### ➤ **2.3. The Science of Fashion Photography:**

Fashion photography is a genre of photography devoted to displaying clothing and other fashion items like shoes, bags and jewels, and it is most often held for brand-names advertisements such as Chanel, Prada or Zara, and for fashion magazines such as Vogue, Vanity Fair, or Elle.

Traditional fashion photography was always about making the clothes look beautiful and flattering. "Today, fashion photography is more about innuendo. It captures a mood, a moment", (Catherine, 2000, p.17) explains Catherine Chermayeff, a compilation of some of the most innovative and provocative fashion photography in 1998-2000.

Fashion photography creates an image which has a story contains message to the consumer, this message comes up from the image's components, the mood, models poses and the accessories, and each change on these things makes difference in the meaning and the message. For that fashion photography is a science has principles and standards related to the brand's history and identity, it's not about a photograph.

The fashion photography message is very Mysterious and deep, this mystery is disappointing the meaning in people minds because it gives meaningful signs but without explanation.

The principal markets for fashion photography are magazines and advertisement campaigns, it also can be applied to various industries, such as a trendy casual comfortable outfit used in a fitness magazine or nutrition article or photographs of trends in an in-store advertising campaign. (Luis, 2012, p. 37) So, one of the most important types of fashion photography is the catalogue, because it directly affects brand customers and it can increase the profit for the brand. So, catalogue is not only art but also a commercial photograph. And this research is showing what is catalogue and how it should be created.

### **3. The Brand Catalogue:**

#### **➤ 3.1. Catalogue:**

A catalogue could be defined according to the free dictionary as a list or itemized display, as of titles, course offerings, or articles for exhibition or sale, usually including descriptive information or illustrations.

A publication, such as a book or pamphlet, containing such a list or display: a catalogue of fall fashions; a seed. Or to classify (a book or publication, for example) according to a categorical system. (<http://www.thefreedictionary.com/catalogue>)

#### **➤ 3.2. Fashion Catalogue:**

Fashion catalogue is a Book-sized printable that typically have a colored photograph of every fashion merchandise on display for the consumer to take away (most of the cases). Although nearly all catalogues are produced in paperback, may range in scale from a single printed sheet to a lavish hardcover "coffee table book". The catalogue includes photos with a special theme and message which we call a story as it shown before. And photo (1) & (2) display a catalogue for "MANGO" brand.

In recent decades, fashion catalogues have grown to prodigious sizes and may be the most comprehensive sources for a brand. Only recently did fashion brands realize the importance of the production of catalogues and started to hire stylists or fashion directors to do so, since the production of successful catalogues require several sciences of combining looks art direction. Catalogues serve not only as a guide for consumers entering a store, but also as a brand directory/portfolio used afterwards by brand designers and management.

"The primary challenge to successful catalogue retailing is logistics, merchandizing space management, frequency of mailings, offers and promotions need to be managed differently. But possibly the biggest challenge is logistics". (G.P. 2013, p102) therefore the fashion catalogue in not depends on the designer only or the photographer, but it is depending on a combined efforts as will be shown in the research.

The catalogue helps in increasing the company profit, in fashion, catalogues can run a return rate of as high as 40 percent in some products. Any kind of retailing, of which catalogue is a part, is based on the credibility of the seller. The second thing is the range of products being offered and its prices. (Rowena, 2009, p 16)

**Photo (1)**

Page of mango catalogue s/s 2012

**Photo (2)**

Page of mango catalogue s/s 2012

### ➤ **3.3. Lookbook:**

There is a difference between lookbook and catalogue which sometimes people think that lookbook is a catalogue.

A lookbook is a collection of photographs compiled to show off a model, a photographer, a style, or stylist or a clothing line. In fashion, a lookbook shows off a clothing line. A lookbook has generally been officially and only for individuals working in the fashion industry, mainly by a designer preparing for a runway show or for a photo shoot or to display collections for suppliers or big factories. So, it is not for customers. This book put a fashion look all together to help make sure the models had the right shoes with the right outfit and so on, so minimal care was taken in regard of the surrounding environment or visual image and all were basic. Only recently has the science of developing a lookbook improved. Lookbooks are used by designers to show their collection and also for big consumers to know what looks are trendy for each season. And it includes just the whole look photographed on a plain background mainly white or light grey as it shown in photos (3, 4, 5, 6)

**Photo (3)****photo (4)****Photo (5)****photo (6)**

### **Joie Look book for 2012**

### ➤ **3.4. How to Create and Distribute a Fashion Catalogue:**

The catalogue is an essential part of fashion design business. Every clothing business should have a catalogue which can be made available for distribution to retailers. Your catalogue should be useful and eye-catching, but should also be simple in design, as you'll need to be able to adapt it easily as your collections change. The most important thing about your

catalogue is that it should be informative, so people can order directly from it. So it should be full of details accompanied by a short message describing the garment and promoting it, and easy to be used. And make sure that sizing information is clear and easy to understand. At the back of your catalogue you should list your contact information (even if it's also mentioned elsewhere) and details of your returns policy.

Making a fashion catalogue is an effective way to expand the customer base and appeal those customers who will never set foot in the store. Also to expose customers to all of the amazing products that a brand offers.

### **3.4.1. To make a fashion catalogue there are many steps should be done as shown in this research:**

- 1- **The idea:** The first thing before making a catalogue is the idea of the catalogue; it should be unique and creative. The idea includes the message that the brand wants to deliver for his customers and what kind of customers it targets. And it should be related to the brand identity, style and spirit.  
The director, art director, stylist, graphic designer and the marketing manager work together to discuss the idea.
- 2- **Gather the content:** Make sure that all of the ingredients are in place before beginning any shooting steps. The content includes the clothes, bags, shoes, head pieces, belts, jewels and props if needed.
- 3- **Produce visually appealing product images:** Your items photographs are the most important aspect in the brand catalogue since this is what consumers will see first. An appealing image will encourage customers to read the description and buy outfits. Photos should could be individual or in groups, as the idea requires.
- 4- **Know your product features:** Write the content about each outfit, assign item numbers and prices. Fabrics, colors and sizes of each piece of cloth should be put down. Keep each description short, you should only give them the information that will help them make a purchasing decision. But don't forget about a core benefit. For instance, the grip features of those golfing gloves will provide a more stable hold on the club, but more importantly, customers can golf on a pro-level when wearing these gloves. You can direct them to your website if they want even more information about the collection. And if your customers can also order the product online, let them know that this is an option. It's necessary to use consistent typography and designs so your customers aren't distracted.
- 5- **Choose an appropriate size for your catalogue:** You should pick a convenient size for your catalogue to be when it's closed. Depending on where it will be used, whether it's on a cash counter or on fitting room stand, while we are into fashion catalogue so it must be not so big not so small; the best size is a coffee table book. It should clearly viewing the items specially if they are printed or embroidered and the information about sizes and so on.
- 6- **Choose the right amount of pages:** the catalogue needs to be long enough to include most of collection items, but short enough to keep consumers interest and to not bog them down in extra details, and don't forget the additional informational pages for website address, number and the company history, or it may be in the back cover.
- 7- **Organize your content:** That means which photo will appear on each page. Be sure to place similar looks together. Additionally, you should place products that go together near each other as well. For example, if you're selling upscale men's classic suits, you may place classic shoes, belts and shoehorns; that will keep the shoes intact for a long time on

the same page, because consumers who consider nice suit and shoes may be looking for this as well, which is a great idea to show them something they didn't even know they needed.

To organize you're the catalogue effectively, make product section, clothes section, accessories section, jewels and even cosmetics section if it available.

- 8- **Create an impressive cover:** You'll need a strong image for the front cover of your catalogue - something which represents the character and message of your whole collection – because the cover will be the first thing your potential consumers see and it will make or break the success of your catalogue. If your cover does not capture attention, the catalogue may get thrown in the trash before a consumer even opens it. Including feature items, any specials or discounts, and stunning images all encourage a consumer to flip through the pages. If your catalogue is seasonal, go with a theme that matches the time of year or an upcoming holiday like Christmas time the catalogue should include green and red colors and may be a Christmas tree in the background of photos.
- 9- **Create a mock-up:** It's important to create a mock-up or a sample of your product catalogue before you order hundreds of catalogues and realize you've made some organizational errors or visual mistakes. This process will keep you from wasting time on redoing page layouts, and it will give you a sense of what your catalogue will actually look like.
- 10- **Print your catalogue:** Plus, a commercial printing firm will take care of issues such as page implementation (page order) and creep (outer pages coming out shorter than the inner pages when folded together). A printer will also be able use a much more durable binding technique. Some printing companies even provide mailing services for your convenience. Just make sure to find a printer that you can trust for professional quality.  
(<http://www.startafashionbusiness.co.uk/create-and-distribute-own-fashion-catalogue.html>)  
(<http://m.wikihow.com/Make-a-Product-Catalogue>)

### **3.4.2. The common points between the entities involved in creating a brand catalogue:**

There are main common features should be exist in the persons who are responsible for creating a catalogue, even if they don't make the same role, but they are interplay in fulfilling the catalogue.

- They must be creative to invent new ideas for the catalogue.
- Every specialist should study the brand identity to work on the catalogue from the same point of view.
- They have to understand fashion and trends even if the photographer who is just will capture the photos.
- They have to be able to analyze the seasonal collection which helps in creating the idea of the catalogue.
- Everyone has to be a good team worker, because they are working together to create a successful catalogue that helps in increasing the company profit.

## **4. Method and experiment:**

The researcher participated in two catalogues for Egyptian brands, in the season of spring/summer 2017. Demonstrating the seasonal trends, the styles, location and poses. The



first catalogue is for Kazary Company, including 19 pages and the cover photo, and the other catalogue is for Town Team Company, and it includes 8 pages.

The brand catalogues clearing the fashion trends and seasonal styles in Egypt, they also showing consumers how to wear styles by collecting several items to create different outfits.

The preparation for the catalogue before shooting takes a whole month for each brand in parallel, because there are many steps must be done. At first the researcher which is the stylist, had a meeting with the advertisement manager and the brander to explain the brand identity and the consumers they target.

Then she met the design team to discuss the seasonal trends and styles, and to divide ever trend to styles and every style to outfits. Then she saw the collection with the seasonal colors, and set items together to form many outfits of each style.

After that, the stylist, the advertisement manager, the brander, the photographer and the fashion director met all together to explain and discuss the catalogue idea, and they discussed the styles and the outfits of each style.

They also determined the location and models poses for every photo to complete the whole message. There were a lot of places to shoot in, so, there was a location specialist who searched for many locations and he had photos for them to choose the best location for the catalogue in the meeting, the locations which had been chosen was appropriate to the idea and styles as will be explained.

Then after agreeing on every detail, they specified the shooting date. It takes only one day work -12 to 14 hours- to shoot the whole catalogue. And the researcher will show in this research each catalogue and explain every photo with its style, color, location and pose.

#### ➤ **4.1. Kazary Company:**

Kazary Company an Egyptian family brand established in 1989, has two factories in the free zone and fifteen branches all over Egypt.

##### **4.1.1. Style:**

The production and retailing of men's wear is their activity. Kazary today is one of the biggest Egyptian brands in men fashion; trend is given a chic spin for jeans, coats, blazers, tops, shirts and accessories that cover all styles. Offering sophisticated, confident designs that take consumers from work to weekend in style.

The style is designing all from simple cloths to a unique fashion to make consumer feel comfortable and cool in a modern city life.

##### **4.1.2. Brand identity:**

The identity of the brand is to share youth and dynamic together with quality and design. Following all technologies means and growing up the quality standards as a leader in sector and reflecting this knowledge with the consumer who are meeting with brand's products.

**4.1.3. Consumer:**

The brand Kazary does keep on renewing itself every day by directing and presenting all its fashion designs for the young men and small family. The designs are preparing by young and dynamic team who are closely following the new trend in the world, which let the designs teamwork with spirit and add thier emotions onto garments.

One of thier main objectives is to create garments of enduring quality, while retaining the interest of their consumers to buy the latest trends every season.

**4.1.4. Catalogue:**

The catalogue for Spring/Summer 2017, the idea is shooting in a coastal area with green surfaces, which appeals the season colors that mainly in burgundy, blue and bright colors.

The seasonal collection includes many styles from unique and formal to simple and casual, as shown in the catalogue photos.

Starting with photo (7); the cover photo; the whole message delivered from it.

**Style:**

The style itself goes to summer and beach atmosphere, and the accessories completing the look, the sunglasses, hat and wrest acc.

**Color:**

The hero wearing baby blue shorts reflects the sea color topped with striped yellow polo shirt which reflecting the sun color.

**Location:**

The background of the photo displays the sunset and a disappearing mountain under the sun rays and the whole town small in the back showing the hero on the top of all that.

**Pose:**

The model is standing confidence, showing the mood of a hero, very chic and simple.

So the cover photo is an impressive photo delivering the message and attracting the consumer.



Photo (7)

Cover photo for Kazary catalogue

#### 4.1.4.1. Trend (1)

##### Style:

The Italian style, classic and formal but simple, in photo (8) The one button blazer with chinos creating a formal look goes for evening occasion or a night outing,

In photo (9) The scarf added a formal look for the dotted shirt which gives elegancy, and reflected the color of the chino.

##### Color:

In photo (8) The contrast between the white blazer and burgundy chino reflect the strong style of the trend. In the other side in photo (9) the harmony between the white shirt and blue chinos reflects the light style of the trend.

##### Location:

The open area the big coastal house added a rich look to the style.

##### Pose:

The model pose in photo (8), the eye's look, the hat and the Segar show the confident and mood of the photo.

In photo (9) the way the model sits and looks added the elegant mood.



Photo (8)

Photo (9)

Italian style for Kazary catalogue

#### 4.1.4.2. Trend (2)

##### Style:

The sweatpants from casual to elegant look. In photo (10) the burgundy t-shirt with the sweatpants is a casual look goes for jogging or lounge, and the dark burgundy shirt opened with under top is a new look for the sweatpants goes for outing. In photo (11) It is a very unique look, it is elegant look for sweatpants, a sleeved dark blue shirt with white sweatpants is the newest in trend in this season goes for outing every wear.

##### Color:

Dark colors in photo (10) the black and burgundy reflects the harmony in style, but the contrast in the photo (11) in the dark blue shirt and white sweatpants reflects elegance and chic.

##### Location:

The place in photo (10) sitting on a wall reflects the casual style, and the chic house in the background reflects the elegant look in photo (11).

##### Pose:

In photo (10) the models set on a wall and the other model standing on him in a casual way. In photo (11) the model's pose and look is a sign of elegance.



Photo (10)



Photo (11)

Sweatpants style for Kazary catalogue

#### 4.1.4.3. Trend (3)

##### Style:

The chic casual style in photos (12), (13), (14) and (15), a plain or simple sleeved chex shirt with chinos. Depending on the contrast between a shirt color and light chino.

Photo (14) the hat, belt and buns shoes added a different look for the half sleeve shirt inside chino which gives the same style in a different look, which can goes for open areas. And also with jeans in photo (15) The dark olive green goes with light blue slim jeans.

This style goes for work, day or night outing and even for meetings, due to its simplicity, uniqueness and formality in the same time.

##### Color:

In photo (12) the burgundy chex shirt with light grey chino reflecting with light grey cuff band. In the same photo the dark blue & white chess shirt with light beige chino. In photo (13) the small chex in dark blue contrasting with medium beige chino. The models pose in each photo appeals eyes for the chic style.

In the photo (14) and (15) still the contrast in the burgundy shirt and beige chinos, and the dark olive green with light blue jeans.

##### Location:

A garden outside in the coastal place where you can wear that casual style.

##### Pose:

Models poses added a chic look for the casual style.



Photo (12)



Photo (13)



Photo (14)



Photo (15)

Chic-Casual style for Kazary catalogue

#### 4.1.4.4. Trend (4)

##### Style:

The whole casual style in photos (16) and (17), in photo (16) the chex shirt topped a chino and the opened buttons gives the casual look, also in photo (17) the printed t-shirt topped with chex opened shirt with jeans is a perfect casual look.

A different look for the same style in photo (18) the basic white t-shirt topped with short sleeves chex opened shirt with chino. In photo (19) a basic t-shirt topped with plain shirt with jeans and sneakers', and the other model wearing a printed t-shirt with jeans is a casual look as the meaning of it. The whole style is perfectly casual for outing, shopping and so on.

##### Color:

The basic color in this style is blue, the contrast in photo (16) with the burgundy chino and blue shirt, the harmony in the grades of light blue jeans and dark blue shirt in photo (17).

In photo (18) the harmony in the light blue, beige and white, and in photo (19) the contrast between bright blue shirt and the dark blue jeans, and between the red t-shirt and the blue jeans.

##### Location:

The casual look goes with garden, platform and the pool which gives comfort.

##### Pose:

The way the model sits or stands seem comfortable and easy.



Photo (16)



Photo (17)



Photo (18)



Photo (19)

Casual style for Kazary catalogue

#### 4.1.4.5. Trend (5)

##### Style:

The family part, as we shown up that Kazary company is a family brand. The brand serves the formal and casual look for youth and kids, the trend of "like father like son". In photo (20) The formal look displayed in the slim chino and slim fit chex shirt for the father and the same outfit for the son with a printed t-shirt to add kiddy look for the child.

In photo (21) the a casual look but here the tow outfits are different, the father wearing a black jeans topped with black patterned t-shirt, and the son wearing a grey shorts topped with black printed t-shirt, but they are very close although they are different.

In photo (22) also the casual look for the father and son but with small difference in the kid's t-shirt as they wearing the same chino and a yellow t-shirt with black pattern but in different shapes.

##### Color:

In photo (20) the teal color added some brightness to the dark blue shirt and burgundy chinos which can go formal and casual. In photo (21) the black as the king of colors, but for the son the colored print fitted the kid with the grey shorts.

And in photo (22) the yellow t-shirt with dark olive green added joy and gladness specially to fit the son outfit.

##### Location:

In photo (20) the entrance of the house added to the formal look, in photos (21) and (22) the casual look goes with the garden view.

##### Pose:

In photo (20) the models poses appearing the classic and formal look. In photos (21) and (22) the poses showing the father familiarity.



Photo (20)



Photo (21)



Photo (22)

Like father-like son style for Kazary catalogue

#### 4.1.4.6. Trend (6)

##### Style:

The Italian style on the beach, in photos (23) & (24) the shirt with shorts using a belt is a unique style for beach parties' day or night. It also could be worn in sports club or outing.

In photos (25) & (26) the style of polo shirt and shorts goes for beach time. In photo (25) The polo shirt without collar with the shorts promote a Jan man on the beach, and the bright colors gives the power and energy.

In photo (26) the polo with a collar topped a short reflects a bold character, the style goes with clubs also and golf. The whole style reflects the mood of vacations and relaxation.

##### Color:

In photo (23) the bright colors goes with blub and outing, but the basic colors in photo (24) gives elegancy which goes with high class places not only beach parties.

In photos (25) and (26) the bright colors as orange and red with white added power and energy for the Italian casual look.

##### Location:

The beach back ground and the costal house garden are the best place for this style.

##### Pose:

The models poses in every photo added chic and elegancy to the beach look.





Photo (23)



Photo (24)



Photo (25)



Photo (26)

Italian beach style for Kazary catalogue

\* To see the brand catalogue visit Kazary page on face book or the company site (<http://www.kazaryfashion.com/>)

#### ➤ **4.2. Town Team company:**

Town team was founded in 1998, has over than 60 stores nationwide across Egypt located in 25 cities.

##### **4.2.1. Style:**

The brand originally specialized in men's casual wear, chic, simple and smart luxurious styles are provided in the collections. Trend is given shirts, chinos, tops, shoes and accessories go with every look and style.

The style is designing all from street style to a luxuries fashion to make consumer feel comfortable and specialized.

##### **4.2.2. Brand identity:**

Finding the latest styles for men at a reasonable price and high quality, town team cores value, believes in people, plans growth, keep it simple

Having an army of working people and with their faith on the brand vision and consumer needs the brand will achieve more than consumers expected.

##### **4.2.3. Consumer :**

The designs are preparing for boys and young men, targeting high street style and fine luxury style.

The concept of the brand is "people come together to create value and share experience ...which offer a clear and compelling purpose and experience that's not available elsewhere , and which meets the interests and needs of the consumers".

#### **4.2.4. Catalogue:**

The catalogue is for Spring/Summer 2017; the idea is shooting in a place that reflects the luxury style and high street style, so the huge house with a swimming pool and green garden was the choice for shooting.

The seasonal collection includes many styles from high-end fashion to high-street style going with the fine casual style.

##### **4.2.4.1. Trend (1)**

###### **Style:**

Starting with the luxury style in photos (27) (28) and (29).

In photo (27) luxurious exists in the bow tie with the chex shirt and the super slim chino, the closed cuff buttons, the sunglasses and hand watch all complete the look. The bow tie with chex shirt is a sixties style in modern way.

In photo (28) When luxurious comes with jeans, it is a unique style combines jeans with sleeves shirt and cotton tie which goes with work, outing, meeting diner and high places. Also the car reflects the look as shown.

In photo no. (29) Another side of luxury style. A slim fit polo shirt inside the super slim chino with leather belt..

###### **Color:**

In photo (27) The wine red with dark blue chex shirt with dark blue slim chinos, and the wine red bow tie the whole combination of colors adding chic and loyalty.

In photo (28) the light yellow shirt with a blue tie added harmony to the look. And in photo (29) the light brown and dark blue added an elegance contrast which added to the luxurious look, and dark colors added the loyalty and goodness

###### **Location:**

Using the Rolls Royce car in the background adding to the look. The style is going to fifties or sixties era, that appears in the car and the bale color of the ground such like sixties movies when cameras was catching that color of grass.

Also the car and the house in the background gives the same effect.

###### **Pose:**

Also the models poses, the facial impressions and the way the model looks, gives loyalty and Excellency.



Photo (27)



Photo (28)



Photo (29)

Luxury style for Town Team catalogue

#### 4.2.4.2. Trend (2)

##### Style:

The sporty style in photos (30) and (31), the new trend is to go out with sportswear not just for jogging or gym. A good t-shirt with fine sweatpants with light sports shoes without socks and sunglasses; it is a whole new trend goes with sweatpants.

##### Color:

The contrast between dark and light, in photo (30) a light pink t-shirt with black sweatpants, and the scarf containing the two colors and grades of pink colors and blue to attract eyes. Also in photo (31) the contrast between dark blue t-shirt and light grey sweatpants added chic look.

##### Location:

The background in photo (30) helps to appear the catwalk mood. And in photo (31) the background of the house and the swimming pool inside helps to appear elegance to the sporty look.

##### Pose:

In photo (30) the scarf and the pose of catwalk added a fancier look to the outfit, also in photo (31), the pose and facial expression appears elegance.



Photo (30)

Photo (31)

Sporty style for Town Team catalogue

#### 4.2.4.3. Trend (3)

##### Style:

The elegant style for shorts in photos (32) and (33), in photo (32) the polo shirt inside the shorts with belt, and the leather sneakers deliver a unique elegant look, which can go for outing, clubs or even golf.

In photo (33) the slim t-shirt with the striped chino shorts with a fabric sneakers all together display elegance. Also the sunglasses and accessories added to the look.

##### Color:

In photo (32) the dark blue polo with red shorts is a bold color for the elegant style. And in photo (33) the yellow t-shirt with light blue and white shorts displaying a harmony and a quiet look.

##### Location:

The elegant building in photo (32) added to the look. And the background with the color of the plants and the stairs that shows the big garden added some authenticity and help to deliver the look in photo (33).

##### Pose:

The pose and facial expression in photo (32) showing the elegance and chic. In photo (33) the model walks in a catwalk style showing loyalty and goodness.



Photo (32)



Photo (33)

Elegant shorts style for Town Team catalogue

#### 4.2.4.4. Trend (4)

##### Style:

The high street style, from luxury passing through elegance to street style. In photo (34) the traditional chex shirt with chinos, but the opened buttons and the falling suspenders gives a street style.

##### Color:

A blue chex shirt with brown jeans and black suspenders added to the look some fancy and cowboy style. The horse and the big house in background added some elegance for the look, and that is the high-street style.

##### Location:

The garden of the big house is the best place for the style and the idea.

##### Pose:

The model pose, the sun glasses and facial look added some loyalty to the street style.



Photo (34)

High-Street style for Town Team catalogue

\* To see the brand catalogue visit Town Team page on face book or the company site (<http://www.townteam.com/>)

## **5. Results:**

- The research originates scientific method and steps for creating fashion catalogue with a detailed explanation for the designer or brand about the steps and the tactics of creating the message.
- The practical experiment gave the chance to bring to light the role of the stylist, add manager, photographer and fashion director in the process of creating the catalogue. And these efforts are shown in the photos which could not be as they are in the catalogue without the joint cooperation between that creative team.
- The catalogue experience indicates the combination of all sciences, the fashion photography, branding, designing, styling photography and directing. If these efforts are separated there will not be a successful catalogue.
- The catalogue preparation achieved a success has been monitored through the interview with Mr. "Wael Mahmoud Eid" the financial manager of "Kazary Company" who said that the catalogue makes the brand more popular, and with measuring the volume of sales they found that the profit increases 20 to 30 percent per season comparing with seasons before using catalogues as a profit tool.

And also said "Mr. Hamdy Mohammed" the advertising and visual merchandising manager of "Town Team Company", the catalogue increases the consumer base and the sales items, and that increases profit and helps to expand the branches, and they could open branches abroad. And also said that the catalogue increases profit from 25 to 35 percent per season.

As both of them mentioned that a big success has been achieved of the catalogue when the consumers began to ask about the outfits as they are appears in the photos on the social media pages before the beginning of the season virtually. And they also said that when the collection is in the stores the consumers after having a look in the store and select items and then they saw the catalogue they ask about the items as they in the photo and then they buy more items than they choose at first.

Not only that, but many consumers ask for the catalogue at the moment they enter the store to choose from it the items they want. And as a good result; in the beginning of the season a lot of items finished and they ordered for them again, and they didn't need to make discount for many items, and this increases the profit for the company and spread the new trends, which reflects the success of the catalogue and its important for the brand and the consumers.

From the above we conclude that catalogue preparation contributes to expand the consumers' base which helps to increase the company profit. So the catalogue is considered as a type of ad-campaigns which works on make the brand known for the consumers.

## **6. Conclusion:**

The brand catalogue is an important type of fashion photography, a type that has many win dimensions. It shows the fashion trends and styles to consumers, helps fashionable people in creating new and different outfits, and helps in increasing company's profit.

The brand catalogue showed the trends of season S/S 2017, every trend contains many photos displaying the trend and how to wear each style in that trend. So the consumer wouldn't confuse to choose the outfits and the style, and by the catalogue any consumer could follow the fashion trends, and create a different look of the style. As shown in the catalogue photos each style can make a lot of outfits. It helps the consumer, instead of buying a shirt or pants, when he saw the catalogue he would buy the whole outfit as shown in photos.

This practical experimental is very important for the research; the researcher could set a scientific approach which could help designers and brands to create seasonal catalogue, by get benefit from the explanation of each photo how to put idea relating to brand identity and season collection.

## **7. References:**

### ➤ **7.1.Books:**

- **G.P. Sudhaka :** Integrated Retail Marketing Communication, New Delhi, 2013.
- **Catherine Chermayeff:** Fashion Photography Now, 2<sup>nd</sup> edition, October 2000.
- **Luis E Gonzalez:** Fashion Photography, selling to magazines, 2012.
- **Rowena Clark:** Lady of Fashion 1800-1935; catalogue and exhibition, National Gallery of Victoria, 1974. Dec. 2009.

- **G. S. Sivakumar/:** Introduction to fashion elements, principles and Illustration, Department of Garment Technology, Polytechnic College, 2012.
- **Angelique Benton:** Fashion as Art/Art as Fashion; Ohio State University, 2012.
- **Gurmit Matharu:** What is Fashion Design? Rockpork publisher, July 2010.
- **John & Barbra:** Digital Nature Photography; the art and the science, 2<sup>nd</sup> edition, 2005.

### ➤ **7.2. Web Sites :**

- <http://www.startafashionbusiness.co.uk/create-and-distribute-own-fashion-catalougeue.html>
- <http://m.wikihow.com/Make-a-Product-Catalougey>
- <http://www.thefreedictionary.com/catalougeue>
- [www.Johnlind.tripod.com](http://www.Johnlind.tripod.com)
- <http://dictionary.cambridge.org/dictionary/english/fashion>

## "دور التصوير الفوتوغرافي في مجال تصميم الأزياء"

ا.م.د. ضحى الدمرداش

أستاذ مساعد تصميم أزياء، قسم الملابس الجاهزة، كلية الفنون التطبيقية، جامعة حلوان

م.د.رشا وجدي

مدرس تصميم أزياء، قسم الملابس الجاهزة، كلية الفنون التطبيقية، جامعة حلوان

آلاء حسن

مصممة أزياء و استايلست

### ❖ **المخلص:**

يمثل كاتالوج الماركة التجارية دور كبير في مجال تصميم الأزياء، كما يساهم صنع الماركة التجارية والاستايل على انتشار الموضة، تحليل اتجاهات الموضة و اظهار هوية الماركة التجارية. وتكمن المشكلة في اسناد مهمة إعداد كاتالوج الأزياء الى المصور الفوتوغرافي أممصمم الأزياء. ففي حقيقة الأمر يتعلق الكاتالوج بهوية الماركة التجارية واتجاهات الموضة الحديثة، لذلك فالكاتالوج هو عبارة عن ناتج عمل كل من مسئول العلامة التجارية ومصمم الأزياء، الاستايلست ومخرج الأزياء.

فيعرض الكاتالوج صور حقيقية لها رسالة محددة تحقق استفادة مزدوجة وليس مجرد صورة جميلة، فهو يساعد المستهلك ان يواكب الموضة والأناقة، بالإضافة لزيادة أرباح الشركة.



ويتضمن البحث خطوات إعداد كاتالوجان لماركتين تجاريتين مصريتين، لموسم ربيع/صيف 2017. فهذه التجربة العملية التي قامت بها الباحثة تضع منهج علمي لكل مصمم أزياء أو ماركة تجارية تقوم بعمل كاتالوج للأزياء، بالإضافة لتصحيح المفهوم الخاطئ بأن اعداد الكاتالوج من اختصاص المصور الفوتوغرافي أو مصمم الأزياء، وذلك بتوضيح العلاقة بين التصوير الفوتوغرافي وبين العلوم الأخرى من صناعة الماركات التجارية، الاستايلنج، الاخراج، التسويق.

### ❖ الكلمات الدالة:

التصوير الفوتوغرافي- كاتالوج- كتاب عرض الأنماط- هوية الماركة التجارية - نمط

### ❖ المقدمة:

يعاني مجال الموضة من مشكلة هامة جدا وهي الافتقار للمعرفة الكافية بأهمية التصوير الفوتوغرافي للأزياء، بل واعتبار أن كاتالوج الأزياء للماركات التجارية والذي يعد من أهم أنواع التصوير الفوتوغرافي للأزياء يعتمد على المصور الفوتوغرافي منفردا أو اعتباره الشخص المحرك لعملية اعداد الكاتالوج، أو الاعتقاد الآخر أن مصمم الأزياء هو المسئول عن اعداد الكاتالوج.

لكن في الحقيقة، المصور الفوتوغرافي المتخصص ما هو الا أداة لالتقاط الصورة، والتي يتم تحديدها من خلال المخرج الفني، مخرج الأزياء، الاستايلست ومسئول الماركة التجارية. فنتعاون هذه الجهات معا لخلق صورة مرئية ليست فقط بالضرورة ان تكون جميلة بقدر أهمية ماتعكسه عن هوية الماركة التجارية ومفهومها وفقا لسلوك المستهلك المستهدف.

فمفهوم التصوير الفوتوغرافي للأزياء لا يتوقف فقط على انتاج صورة عادية لنشرها في أي مكان مثل صور عروض الأزياء، ولكن ما نشير اليه في البحث هو كاتالوج الماركة التجارية والذي يتضمن صور ذات دور ومعنى.

### ❖ مشاكل البحث:

- عدم وضوح المفهوم الحقيقي للتصوير الفوتوغرافي للأزياء و كاتالوج الماركة التجارية.
- قلة توافر أبحاث علمية تشرح خطوات اعداد كاتالوج العلامة التجارية.
- افتقار مجال التصوير الفوتوغرافي للأزياء للخبراء الأكاديميين للعمل في اخراج الازياء.

### ❖ أهمية البحث:

- التركيز على أهمية التصوير الفوتوغرافي للأزياء و كاتالوج العلامة التجارية.
- تزويد الأكاديميين ومصممين الأزياء والماركات التجارية بالمعرفة لإعداد كاتالوج بالمعنى الذي يعزز هوية الماركة التجارية ورؤيتها.
- فتح قطاع جديد كليا في صناعة الموضة وبالتالي خبراء و وظائف أكثر تعرف بمخرج الأزياء.
- يثمر التنفيذ الصحيح لعلم التصوير الفوتوغرافي للأزياء عن كاتالوج ناجح يعمل على زيادة المبيعات والأرباح، عن طريق مساعدة المستهلكين في شراء طقم لمبسي كامل بدلا من قطع لمبسية منفردة، وبالتالي تقليل الخسائر الناتجة عن التخفيضات على القطع المتبقية.

### ❖ أهداف البحث:

- وضع منهج علمي لخطوات اعداد كاتالوج الأزياء للماركات التجارية.
- التأكيد بأن كاتالوج الماركة التجارية يقوم بتوضيح اتجاهات الموضة لكل موسم.
- تعزيز فكرة أن الكاتالوج يساعد المستهلك على معرفة كيفية ارتداء الاتجاهات الحديثة للموضة وخلق أنماط مختلفة.

### ❖ منهجية البحث:

- المنهج التحليلي والتجريبي.

### ❖ حدود البحث:

- كاتالوج الأزياء ودور الصورة المرئية للماركات التجارية المصرية.

### ❖ افتراضات البحث:

- اعداد منهج علمي لخطوات عمل كاتالوج الأزياء.
- يحتاج كاتالوج الأزياء لكل من التصوير الفوتوغرافي، علم صناعة الماركة التجارية، الاستايلنج، الاخراج و علم سلوك المستهلك، والذي بدونهم تصيح النتيجة مجرد صورة تدمر هوية الماركة التجارية.

- خلق واعداد الكاتالوج ليس مسئولية المصور الفوتوغرافي أو مصمم الأزياء، بل هو نتاج فريق عمل من المبدعين مخرج الأزياء، مصمم الأزياء، الاستايلست، مدير الدعاية والمصور الفوتوغرافي.
- رصد أهم النقاط التي تدل على نجاح الكاتالوج.

### ❖ نتائج البحث:

- أثمر البحث عن الخطوات العلمية لاعداد كاتالوج الأزياء مع الشرح التفصيلي لخطوات خلق الصورة لكل من مصمم الأزياء المنفرد أو الماركة التجارية.
- أعطت التجربة العملية الفرصة لظهور دور كل من الاستايلست، مدير الدعاية، مخرج الأزياء والمصور الفوتوغرافي في عملية اعداد الكاتالوج.
- أكدت تجربة اعداد الكاتالوج اهمية العلوم المجتمعة من التصوير الفوتوغرافي، صنع الماركة التجارية، التصميم، الاستايلنج، التصوير والإخراج، والتي بدون الدمج بين هذه العلوم لا يمكن انتاج كاتالوج ناجح يحقق الهدف منه.
- حقق اعداد الكاتالوج نجاح تم رصده من خلال المقابلة الشخصية للأستاذ "وائل محمود عيد" المدير المالي لشركة "كازاري" والذي ذكر أن الكاتالوج جعل الماركة التجارية أكثر شهرة، ويقاس حجم المبيعات وجدوا زياده بالمبيعات بنسبة من 20 الي 30 بالمئة مقارنة بالمواسم السابقة لاعداد الكاتالوجات كأداة ربحية.
- وأيضا قال الأستاذ "حمدي محمد" مدير الدعاية والعرض الداخلي لمحلات تاون تيم بأن الكاتالوج زاد من قاعدة المستهلكين والقطع المبيعة مما أدى لزيادة أرباح الشركة وفروعها أيضا، وتمكنوا من فتح فروع خارج البلاد، وذكر أيضا ان نسبة الأرباح زادت من 25 الي 35 بالمئة لكل موسم.
- كما ذكر كل منهم أنه تحقق نجاح كبير منذ أن بدأ المستهلكون السؤال عن الأطقم كاملة كما هي في الصور على صفحات السوشيل ميديا قبل بداية الموسم الفعلية. وبعد نزول المجموعة الموسمية في المحلات وبعد القاء نظرة عليها يتم اختيار بعض القطع ثم بعد رؤية الكاتالوج يقوموا باختيار أطقم من الكاتالوج ويقوموا بشراء المزيد من القطع.
- ليس ذلك فقط، ولكن بعض المستهلكون يقوموا بطلب الكاتالوج فور دخولهم المحل ليختاروا منه القطع التي يريدوها، و كنتيجة جيدة في بداية الموسم انتهت بعض القطع الملبسية وتم اعادة انتاجها بناءا على طلب الفروع، مما ادى الى عدم عمل خصومات على قطع كثيرة من الملابس. مما ساعد في زيادة أرباح الشركة ونشر الأنماط الحديثة، مما يعكس نجاح الكاتالوج وأهميته للبراند وللمستهلكين أيضا.
- ومما سبق نستنتج أن اعداد الكاتالوج يسهم في زيادة قاعدة المستهلكين التي تساعد على زيادة المبيعات وبالتالي زيادة أرباح الشركة. فيعد الكاتالوج نوع من أنواع الحملات الدعائية التي تعمل على تعريف الماركة للجمهور.