

Fashion Photography

White balance is key for ensuring you get the best colour reproduction in any given light situationist. The following pre-sets are a guide as to when and where to use them for better colours

Gear needed

Back up camera: Many styles could argue a second camera is key, but no more so than fashion shoots

Good kit bag: If you're moving from place to place all the time you need a bag that's durable, modular and fits on your back

Portable lights & flash: When shooting clothing, small, portable lights and flashguns are essential

Expert lenses: Fashion photography will show off a good lens more than a lot of other styles. Don't scrimp

Clamps, screws, fixers, tape: Shooting fashion means working with what's available and it's always good to be able to hold things in place, by any means necessary.

Solid laptop: Editing on the job is often needed, get a good, durable laptop that can deliver the job when mobile

Cleaning materials: Fashion can be messy, so invest in cleaners, air blowers and brushes to keep your kit mess free

Process

Create a mood board: Mood boards help everyone to know what you're trying to achieve even before you go in to the studio

Organise the shoot: Create a group chat and be VERY clear on when, where and how. Don't cut corners on communication

Run the session: Decide who is in charge and work with the team to get the results you need. You can refer to an art director or producer but they need to be the one in charge

Close the session: Fashion shoots require invoices, payments, clothing returned and release forms signed

Process the shots: Knowing multiple processing skills, applications, sharing and printing methods are essential

Delivery: Even if the shoot is just for yourself you need to deliver the results to the rest of the team, if it's for a client you need to share using a digital service

Techniques to learn

Posing: A good model will know how to pose, but you should also know how to direct them too

Skin retouching: Make up will only help you so much, you need to know skin retouching inside out

Working under pressure: Fashion shoots are time limited & you need to get as many results as you can in the time allotted

Studio lighting: An entire skill in itself, know how to use lights, modifiers, reflectors and how to bounce light

Stylists and MUAs: Learn to work with them as they will help you deliver results that you'll struggle to create on your own

Collaborating: Setting up a full studio shoot is no easy task, collaboration is something other styles rely a lot less on

Delivery: Fast turn arounds, multiple rounds of feedback and deadlines are all essential skills to learn

Fashion Photographers

Lee Miller who studied under artist and photographer **Man Ray** pioneered solarisation. Her output only became widely known due to the work of her son **Antony Penrose**

Bill Cunningham photographed real people wearing real clothes on the streets of New York for 50 years. His incredible approach to photography earned him widespread respect

Richard Avedon began shooting at age 12 and went on to become a leading fashion, art and political photographer and image maker through his entire life

Helmut Newton was a prolific, widely imitated fashion photographer who began his career for British Vogue before settling in Paris

Mario Testino from Peru, saw his career sky-rocket in 1997 when he photographed Princess Diana for a Vanity Fair cover. His works includes a mix of cultural and commercial

Quotes from the greats

When people hire me to photograph for them, I think about the person I'm working for, not the company. **Bruce Webber**

Make things manageable enough to record them, to prune away anything inconsequential... Because less is more. **Irving Penn**

Start with a style and you are in chains, start with an idea and you are free. **Richard Avedon**