

The role of Fashion Photography in Fashion Design field

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> 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 spreading, trend analysis, styling and displaying the brand identity. The problem is summarized in attributing the fashion catalogue mission to the photographer or the designer, but in reality it is related to the brand identity and the new trends, so it is about combined efforts of the brand maker, designer, stylist and fashion director.

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

The research is 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 attempted to create a fashion catalogue, and to correct the wrong meaning about the fashion catalogue that is only the photographer or the designer responsibility, by focusing on the role of the brand maker or advertising manager, the designer, the stylist, the photographer and the fashion director. Clarifying the relationship between fashion photography and other sciences such as branding, styling, directing, marketing and photography.