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“Fashion Styling”

History and Social Impact

Fashion has been around the world and has been a way people express themselves without using any materials except clothes. There are different branches to fashion but one branch that is very hidden is styling. Being a stylist means you work for clothing brands, individuals or fashion groups. Being a stylist, your responsibilities are to coordinate outfits and give fashion advice for people such as models, celebrities to participate in photo shoots, movies or shows. Fashion styling began in the 60's where stylists were editors at first where they would edit pages of the fashion section for magazines. During the 80's this was where stylists began to be free and show their styling style for these magazines. One of the first stylists goes by the name of Ray Petri. “He was well known in the 80s for his Buffalo style, an eclectic mix of urban, ethnic, sportswear, and high fashion. He used real people in photos instead of models and people of mixed race.”(Arcadia 1). Ray Petri redefined what being a stylist was and created a masterpiece behind the scenes of the picture. It changed the way people view stylists to make them have a more important role in fashion. Stylists are important in our society because they can represent cultures from all around the world based on who you are or what the situation is. Stylists can help people look professional as possible for the occasion such as for a show or movie to fit the role that is being asked or just to look presentable. Stylists are also important to

life because it can also boost people's self esteem. A good stylist can make people feel good about themselves because of their style and can also boost their confidence because of it. Well known people who have worked in this genre are Virgil Abloh, Ev Bravado, Rick Owens. The reason why I say these is because stylists like them can design but put their clothing in different ways for a photo shoot or fashion show. These famous people are fashion designers but can also style people if needed which is having an advantage because it's all their vision through the process. Also I say this because stylists have different styles and style their pieces all differently for different people. Being able to take one piece of clothing and flip it different ways is a good skill to have for being a stylist because it allows you to not stick to one style with different people. Customers who also buy their brands also have different ways of styling each piece differently which makes their piece even worth having.

Discourse Community

The discourse community that is connected to this genre is Fashion Design or fashion style. The goal of Fashion Design is to keep up with the hottest trends to put it in their work for customers. These also come with certain things they look for as an audience and their interest. The methods of communication within the fashion design community is by visual representation which means fashion shows or photoshoots based on their clothes. They also use in store meaning putting clothes in stores so people can get the best vision about a certain piece of clothing. Another method of communication is styling. "Styling sets the stage for effective presentation of fashion products through several media. The stylist decides on the optimal design for presentation. He/she should have a good knowledge of media to exhibit the product effectively to the potential buyer. This means that styling gives life to the design of fashion as in

being able to catch people's eyes to bring in customers as well”(Hamstech 1). The way Fashion Design communicates outside the community is by expressing themselves through the work. To fashion shows or photoshoots or to opening stores to showcase their talents and by telling a story. The language that is used by this discourse community is key terms that fashion designers should know to get into the profession. The key terms could be public relations, creative writing, advertising and marketing. Ways people can join this discourse community is by learning the actual skill or gaining knowledge about it overall. Also you can learn terms to help you communicate with other people that are doing the same thing. The traits that a stylist has is a sense of style which means being able to create a unique style for yourself.. A good fashion stylist is also in touch with a particular client’s style. “.A star who is known for being quirky would probably lose credibility by suddenly wearing business suits all the time, for instance. Creative ability and good visualization skills are key in becoming successful, for a good stylist must be able to see the final outcome before the clothes are even on the client”. (Burney)

Another trait is having communication and business skills. Being able to communicate with people is important because you need to talk to make things happen. Stylists tend to talk to fashion designers, editors and photographers to capture the perfect project. Stylists can use their communication skills to get jobs and put themselves out there in the world. Stylists can use business skills to broadcast work through social media.

Rules and Message

The rules of fashion styling are that prices do not matter. Prices should not matter because it is not how much it costs, it's about how you style it or wear it. it's more important to find the right combination instead of worrying about the cost of them. Another rule to fashion

styling is to mix up your style. Mixing up your style allows you to be different and experience with clothes to give you the look that you're looking for. It also allows you to stand out by mixing unusual things that people normally wouldn't do. Another rule of styling is to play around with different sizes. What I mean is that playing with different sizes also gets you to experiment with different things to get the best look you are looking for. Rules in styling can be anything you decide it to be, that shows you develop your own style and how you can become unique. The main message of my chosen examples are that styling can be whatever you want it to be. There are some basic rules but there is a lot of freedom within the rules to experiment and be yourself. Developing your own style for yourself or for people can inspire trends where people will be wanting to look like your styling techniques. The message is about how clothing can be used in different forms by many different people. My examples have the same message about styling but diverges on how you can be different by using these rules. The message is saying to be free and to be yourself with your clothes but it can diverge when stylists decide to apply their rules to you or just fashion in general.

Part 2: Focused Analysis

The author of this example for my genre is Matt Moloney and the title of this example is "Why Stylist Is Important". The message of the example is to go in depth about what stylists actually do and why it is important to the fashion aspect. It also shows why stylists are relevant and how they contribute to a lot in the world around us. "At times stylists are disregarded or even looked down upon because "they just pick out clothes," but I can assure you that is the

furthest thing from the truth. Stylists do much more than just 'pick out' clothing. They have significant roles in making a successful campaign come together and work to help facilitate the relationship with photographers and their models" (Moloney). Modeling, fashion, inspiration, styling and getting resources to fulfill the job that stylists really do such as through photoshoots, Fashion shows or any other jobs. He also showcases the importance of why they are needed with little text and images to support his reasons. It seems like he has history or is in the field himself to give deeper information about the topic but still gives you enough information to get you hooked. The intended audience for the example is people who are into the fashion field which means people who are designers that need support to get help from stylists or even stylists who need to know the importance of their job. The audience can also be for people who are looking to enter the field of fashion that can branch off from designing to start styling. The constraints in this example are very limited because there is brief text which describes the job of the stylist a bit. I say this because there can be more to say about a certain job that a stylist does. The author describes the basic importance of the job instead of going into detail all the way but still gives you the understanding of the job. This example is important to me because it can help me in the future with starting my styling business since I am a fashion designer. It can help me because style is very important to me because I look up famous people who design and style people so it can give me an advantage for the future. It can help me recruit people with these skills and also educate myself to practice it myself. This information can help the society because other people are looking into this profession. This information is important to society because it allows people to gain knowledge and improve their work for the people who want to get recognition. Stylists can branch out into different aspects of the job instead of doing just one part such as instead of

just doing photoshoots they can branch out into styling celebrities and gain a bigger audience. It also highlights the stylist role in fashion because it tends to get blindsided by the fashion design itself instead of the thought of how it was put together. So by doing this it shows how styling shouldn't be covered by more appreciated. "In the world of fashion, it isn't always easy to keep up, but for a stylist, this is a big key! Having an outdated fashion sense will do nothing but hold you back as a stylist. Especially for commercial styling where you are showing your styles to a large audience, you want to show the latest and most intricate fabrics, styles, and designs."

(Moloney) .This means that this is important to society because there is competition between other stylists to be the best for its clients. Knowing the newest things will allow you to be unique and stay relevant in the fashion world. This goes hand and hand with fashion because people are always trying to keep up with trends to be relevant in the fashion game .The example is important to the fashion design and style discourse community because they both play hand and hand in fashion and style. People who are into the fashion design community focus on designing clothes but the style part comes from stylists so they play an important role in the fashion life. The terms or concepts that are important in this example are the headings he uses such as advice, source, select, connect, consult and keep up. These terms are important in this example because these are stylist terms that a stylist can use in the future for themselves or to educate other people like the author did here. The important concepts of this example are the introduction of what a stylist actually is and what they do before giving the whole information about the duties and task. The concepts that are important are the jobs that they do and why is it important to our society and our everyday fashion lives. Styling has been a very important aspect in fashion but is rarely thought about it's more of an instinct.

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