

PORTFOLIO

STYLING & ART DIRECTION

IMOGEN WILKINSON

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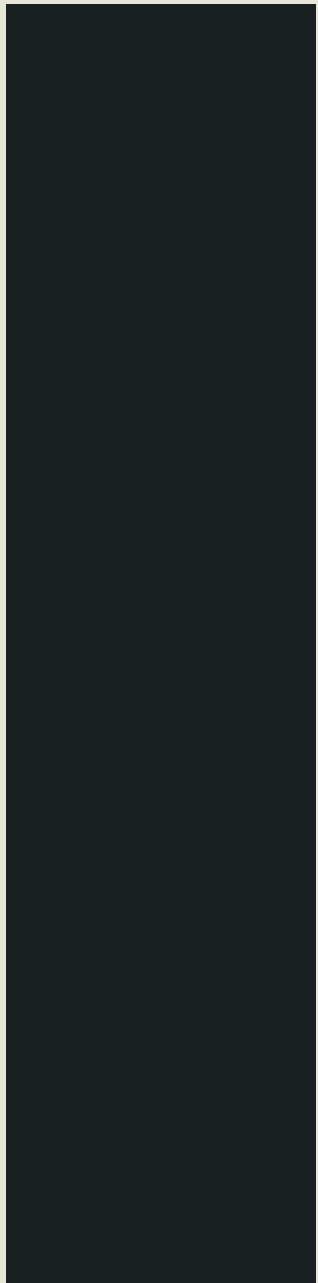
HELLO!

LET ME INTRODUCE MYSELF...

I am an enthusiastic and responsible BA (HONS) Fashion Management and Communication student who is looking for opportunities to grow and develop my career as a graduate within this diverse and global industry. Fashion is captured through photographs, much like life, and as trends change, fashion's power to evoke emotion, create atmosphere and conjure a sense of time and place is indisputable. I am fascinated with the way colours, textures and different styles have the ability to alter someone's mood and this is why I am so passionate about fashion and the way it is communicated, especially through styling and art direction.

This portfolio showcases my FMP styling and art direction final outcomes to provide an overview of me as a fashion creative.

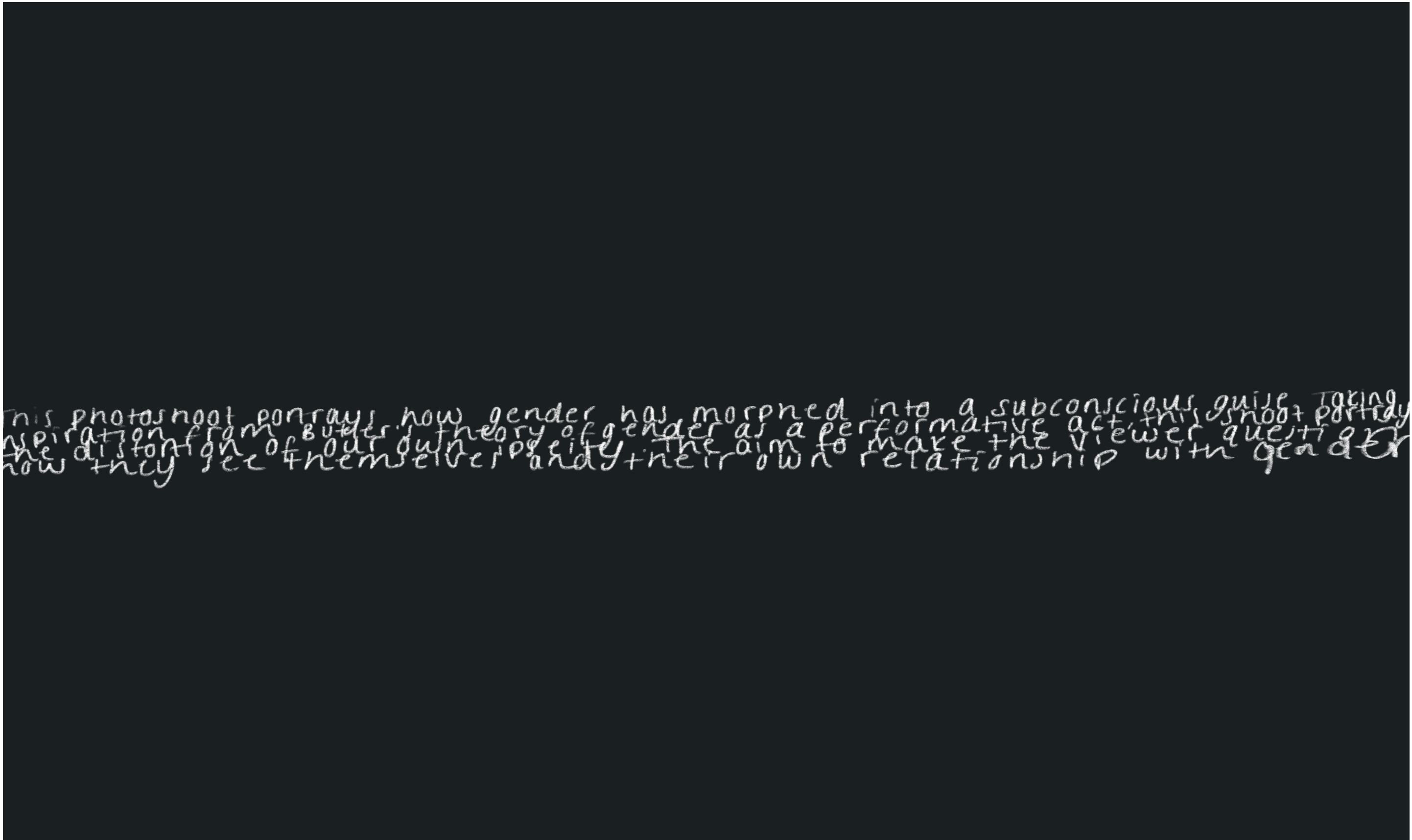
PROJECT OVERVIEW



This collection of images was inspired by gender theorists such as Judith Butler that challenge the notion of gender coupled with inspiration from key icons such as: Claude

Cahun a trans photographer in the 1920s, whose surrealist and ground breaking photography challenged the binary of gender. The images convey a journey through different emotional states: rebellion, dysphoria and finally contentment. These images aim to challenge the binarity of gender and promote conversations between communities, brands and individuals as a step towards creating a more accepting society.

Dysphoria is a collection of images that tell the story of reaching true selfhood. Taking inspiration from my dissertation that analysed the possibility of a genderless fashion future, this collection of images aims to portray the dyshporic and confusing journey of realising one's true identity.



"DISTORTED IDENTITY"



INSPIRATION AND DEVELOPMENT

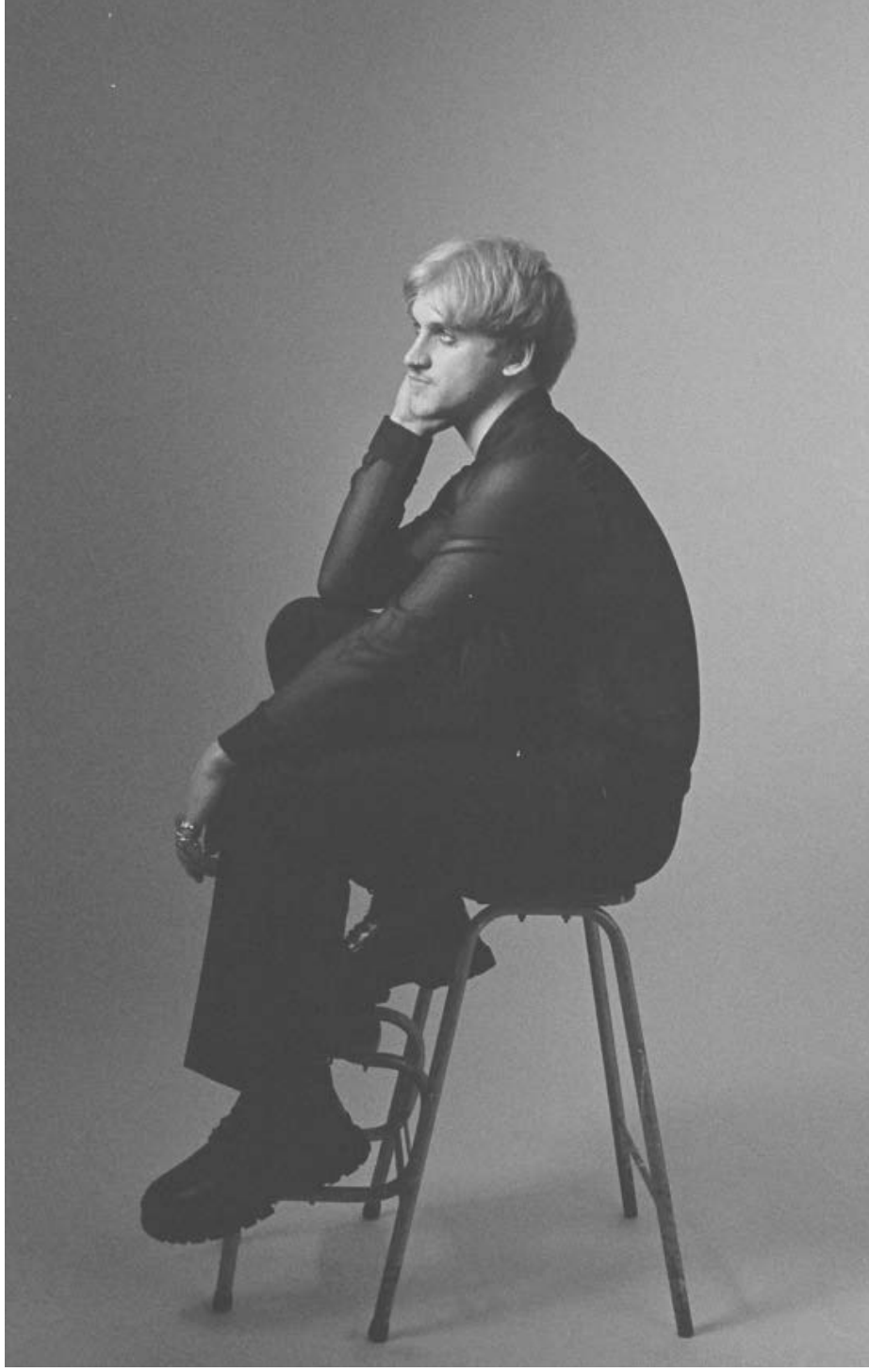
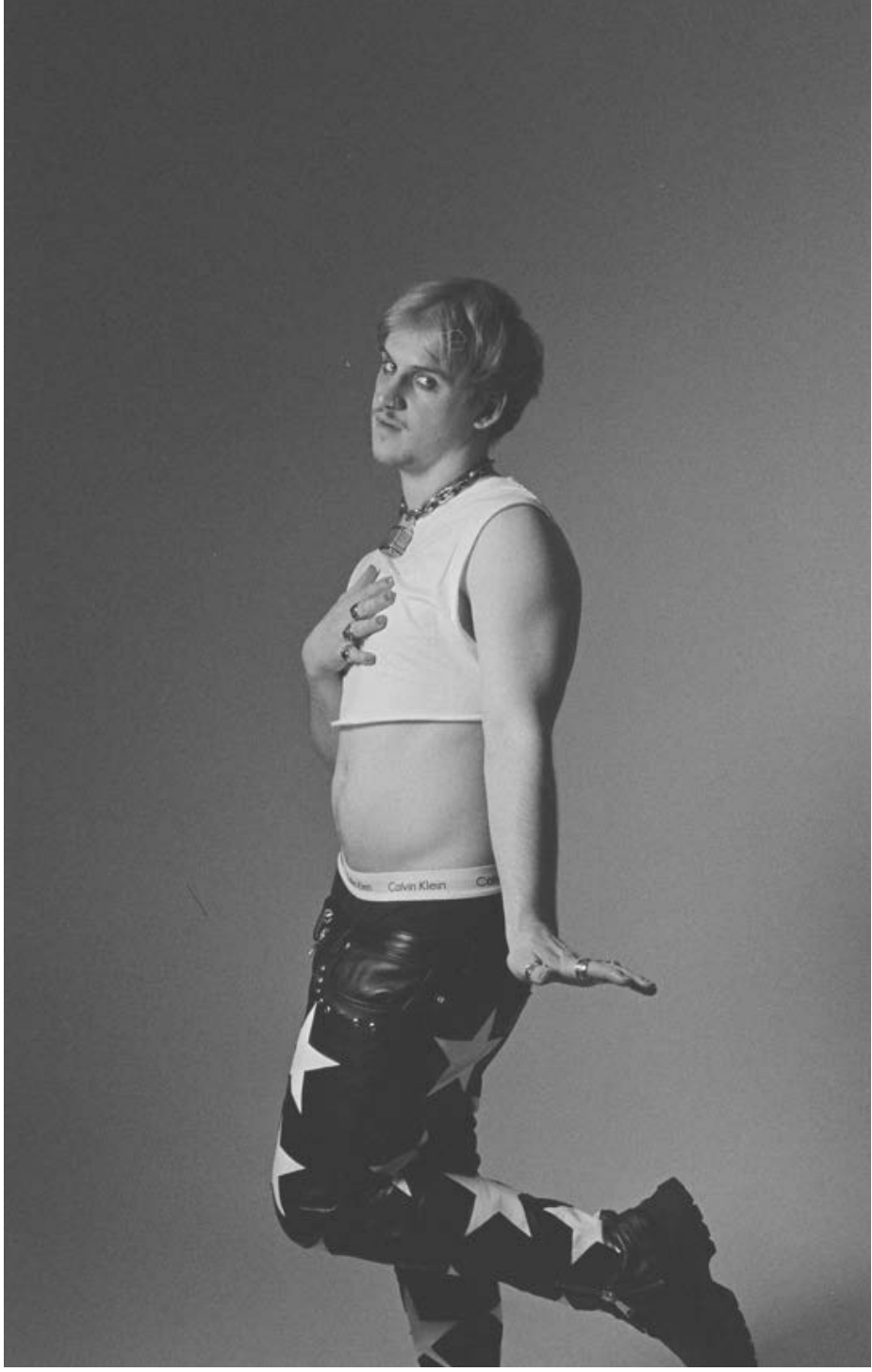
A key quote from Butler fuelled the creative exploration of this topic: "There is no gender identity behind the expressions of gender... identity is performatively constituted by the very 'expressions' that are said to be its results."

I began this collection of images by taking inspiration from the 90s grunge aesthetic to create a rebellious, playful attitude to challenge gender norms and begin this dysphoric journey of reaching true selfhood. The images were taken on black and white film to further the raw, unfiltered approach and the art direction for this outcome was to bring a mix of femininity and masculinity using visual cues such as: lingerie, jewellery, gloves and through the styling of the clothes to nod to the performativity of gender.











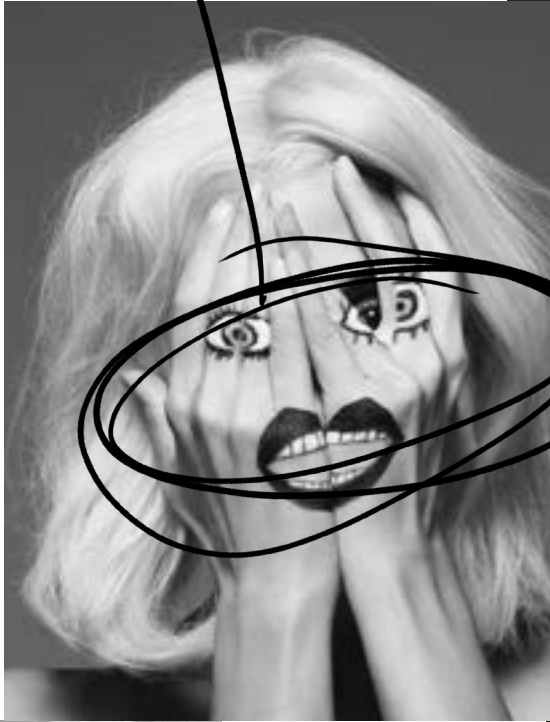
Masked Identity portrays the confusing and dysphoric journey to find your true identity. Using the critical underpinning of key theorist to show the struggle of breaking free of societal constructs of gender. This shoot should feel uncomfortable to the audience to truly highlight the pain that people go through. The focus of the shoot is to use unnatural props and masks to cover the models identity and twist it into something obscure. This is to represent how people feel uncomfortable in their own bodies



"MASKED IDENTITY"

hands + paint -
hide identity.

nothing
happened!



MASKS
PROPS
ANDROGyny

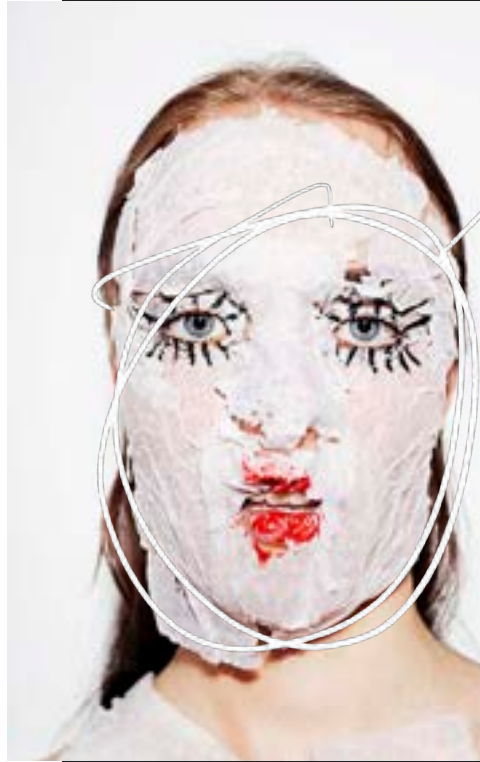
use of masks.

post
production
edit.

This collection of images portrays the confusing and dysphoric nature of the journey to find one's true identity. The aim of these images are to show the audience the pain and discomfort that gender non-conformance can bring. The inspiration for this shoot is to use unnatural props and masks to cover the models identity and twist it into something and unnatural. This is to represent how people feel unnatural in their own bodies. The styling is heavily prop focussed and the outfit androgynous.

paint/
paper
mache.

INSPIRATION



Rubber
bands to
distort
face.



BLACK AND WHITE

minimal
makeup.









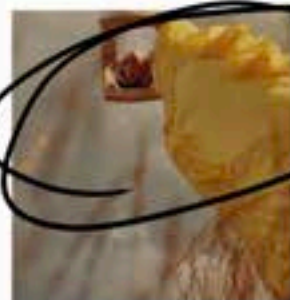
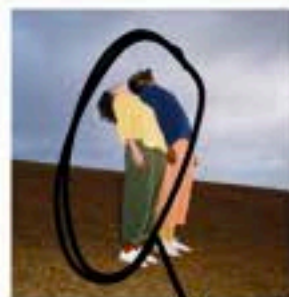
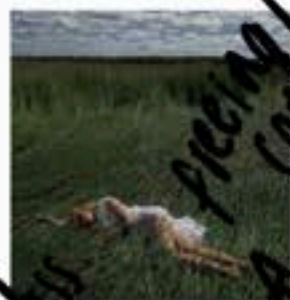
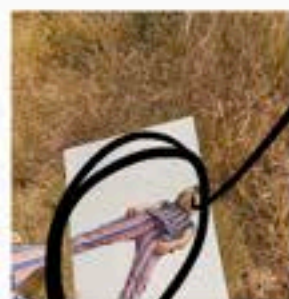
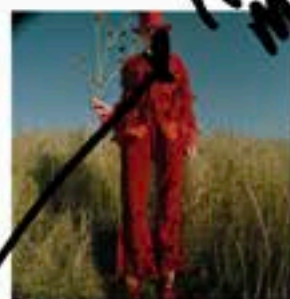
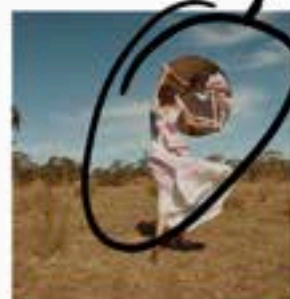
Selfhood portrays how once we become aware of the performativity of gender we can become our true authentic selves by breaking free of these socially constructed boundaries . The focus of this shoot is to show how breaking out of societal norms can be freeing and evoke true happiness.

FULL LENGTH POSES
FILLER SHOTS
HEAD SHOTS

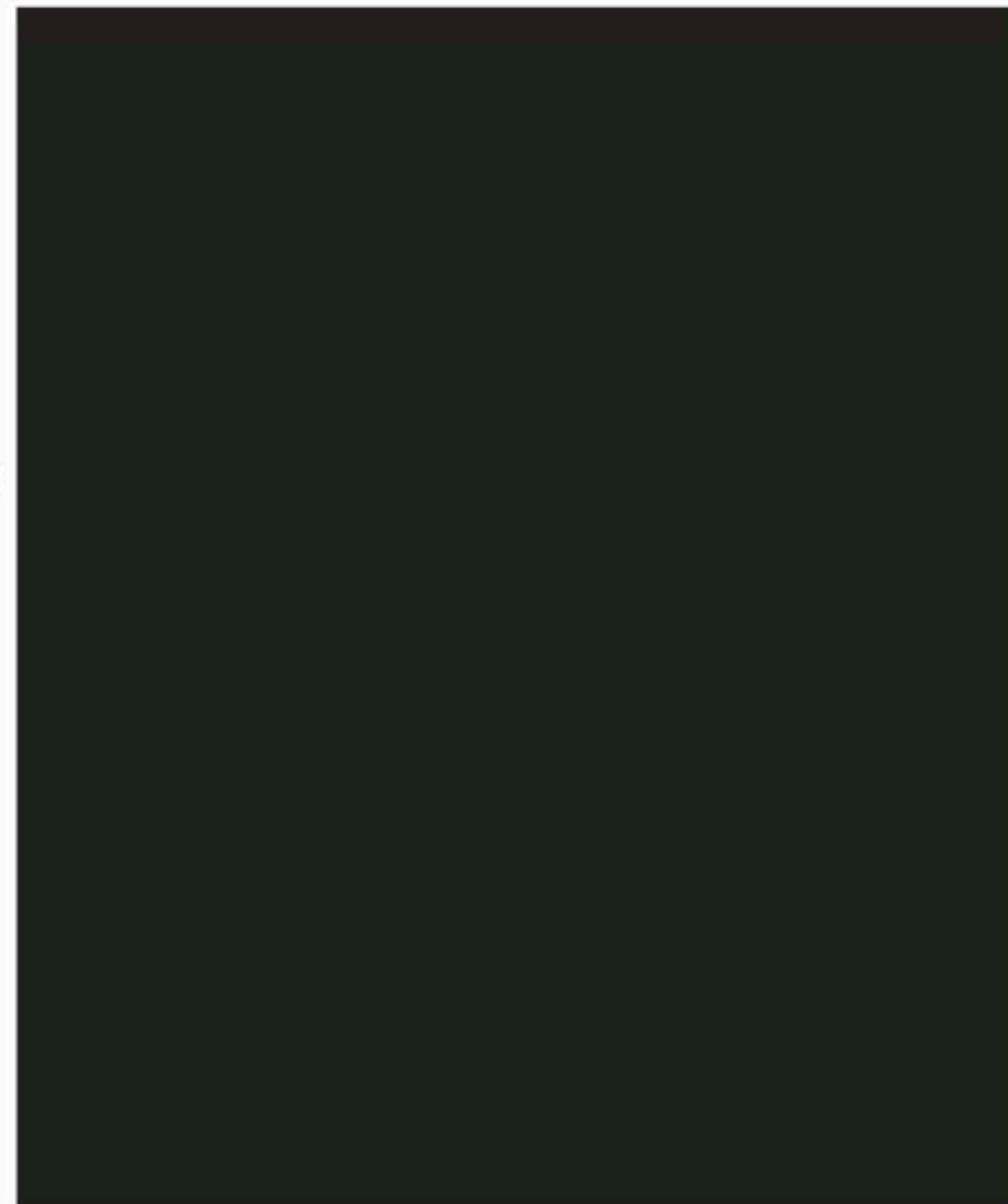
FULL LENGTH POSES
FILLER SHOTS
HEAD SHOTS

FULL LENGTH POSES
FILLER SHOTS
HEAD SHOTS

FULL LENGTH POSES
FILLER SHOTS
HEAD SHOTS



natural poses
fun / movement
holding mirror
stand over mirror
preening / content
long poses
lay in grass
fun poses
relaxed / content
angles - low + high



This collection of images portrays the freedom that comes with reaching your true selfhood and be comfortable with your own sexuality and gender. Taking inspiration from key theorist such as west, zimmerman and judith butler to portray how once we become aware of the performativity of gender and how society has constructed the terms of gender we can become our true authentic selves by breaking free of these socially constructed boundaries . The focus of this shoot is to show how breaking out of societal norms can be freeing and evoke true happiness. The styling is relaxed, happy and colourful to give a positive vibe to this shoot. The aim is to evoke a content and happy feeling from the viewer.







