

# Fashion- tastic.

We asked four image libraries to come up with their most fashionable image. Here are the results...

## Alamy Paul Nolan

This image reflects the new direction that the fashion industry is moving in. Fashion photography is now more about selling the emotion that a look can evoke rather than the clothes per se. This picture shows the lengths people are willing to go to to create a wacky and attention-grabbing look that reflects their personality.

The model in the image represents part of a new hip and fashionable generation that accessorise in the most adventurous ways possible. The bewildering choice of things that can be done to hair, lips, nails, noses and legs enables people to be as creative as their imagination will allow them to be. In this case the model exudes confidence, sexiness and individuality purely through her facial expression—which is dominated by the sugar crystals on her lips!

## ZEFA Charlotte Rudolf

It is our job to talk about contemporary themes using visual language. Colour, lighting and setting are our alphabet. Our goal is to produce crisp modern images that both reflect and create a sense of the 'now'.

The style must not be the main focus of a library shot. For the library an image has to evoke high fashion without including it. Indeed, photographers are actually briefed not to include high fashion in their shots as they risk dating their images and limiting their usability. An image needs to remain timeless while simultaneously being fresh and exciting.

Our chosen image is bold and loud, yet simple. The white string against the black skin creates a light and dark motif that is neither political nor faddish—it sets the tone. The model is not dressed in fashion garb; what she wears is a mere accessory to the mood. She is pulling against the ties that bind her. The message here is do not be a slave to fashion or you will lose all sense of identity. There is never only one definition of beauty and fashion. Use the force of your personality—as the model in our image does—to become your own icon.

