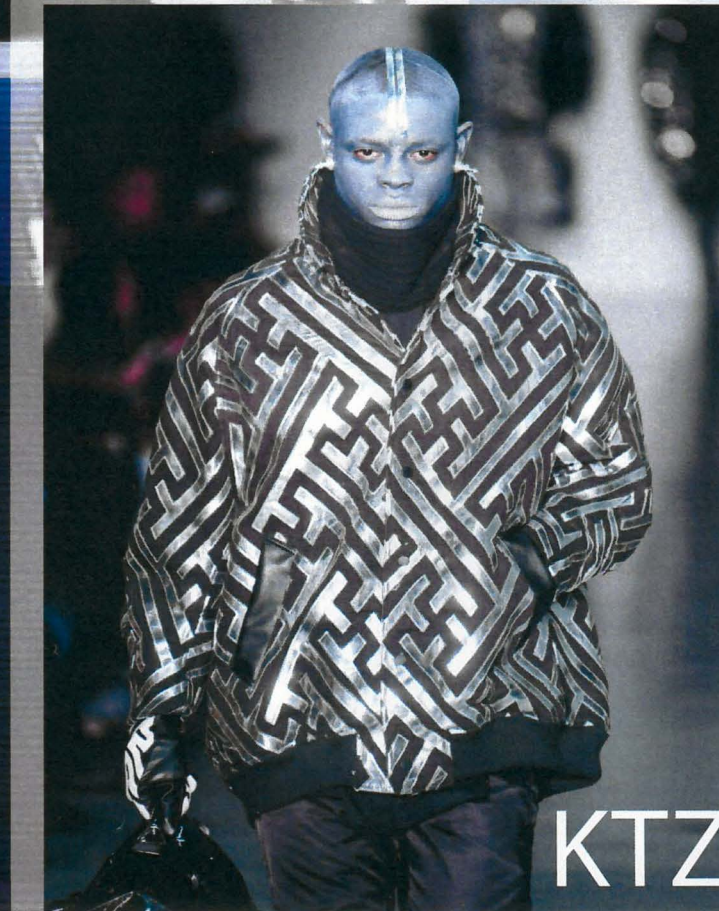


**TREND STUDY:  
METALLICS**

PHILIP LIM 3.1

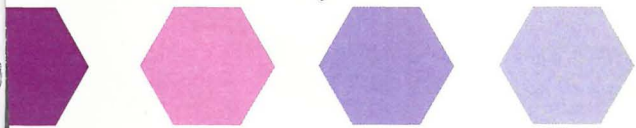
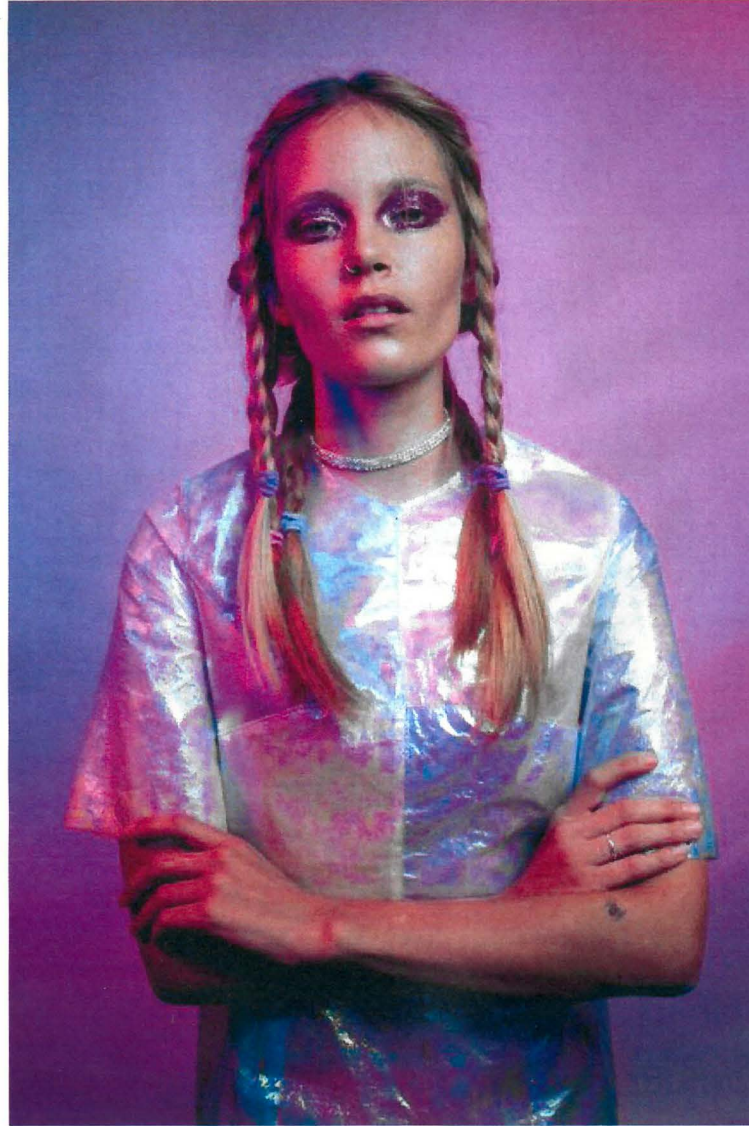


KTZ

METALLICS :  
THE RUNWAY

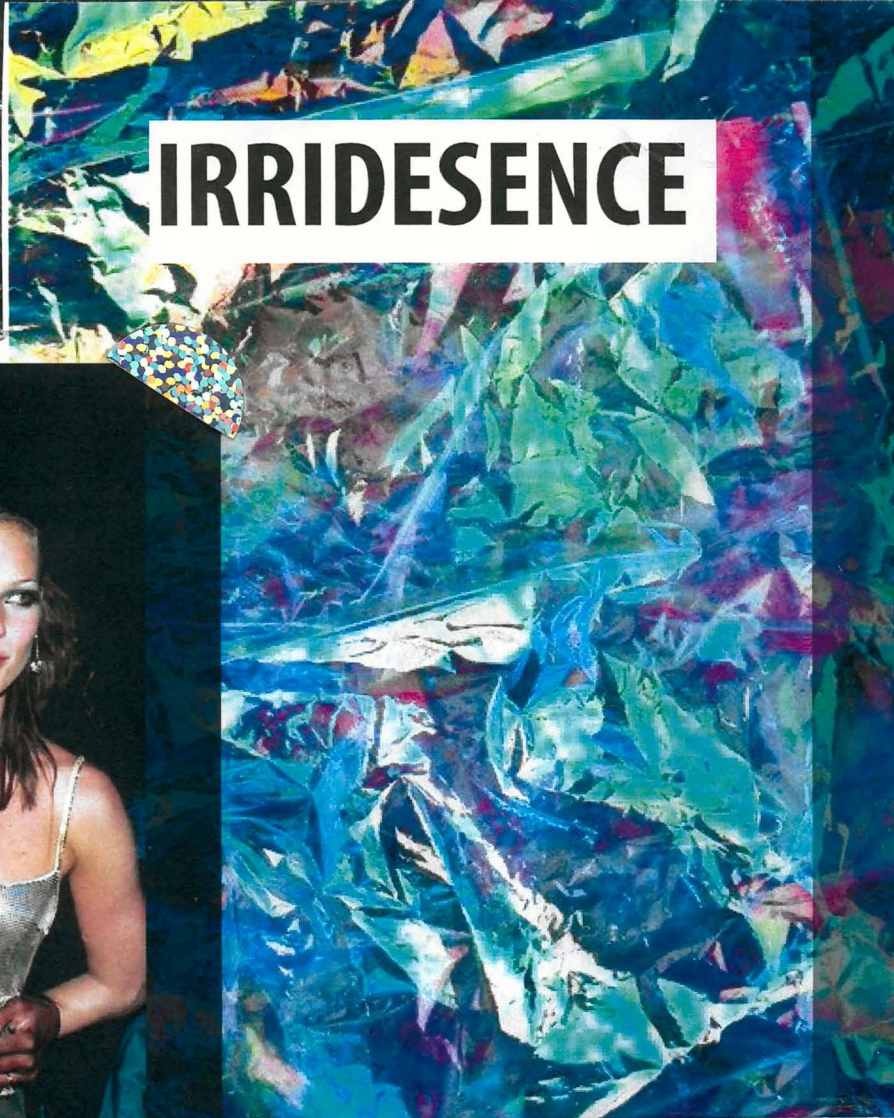


# EXPLORING DIFFERET METALLICS



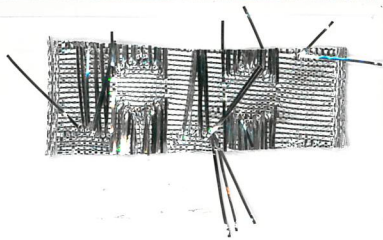
Opalescent, Nacreous, Pearlescent, Iridescent, Polychromatic, Holographic

# IRRIDESCENCE



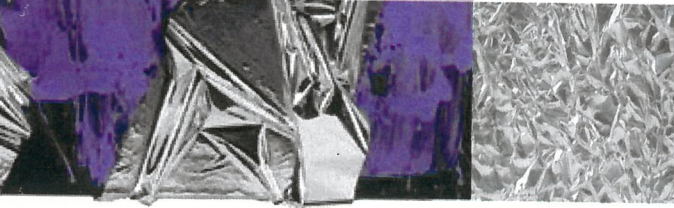
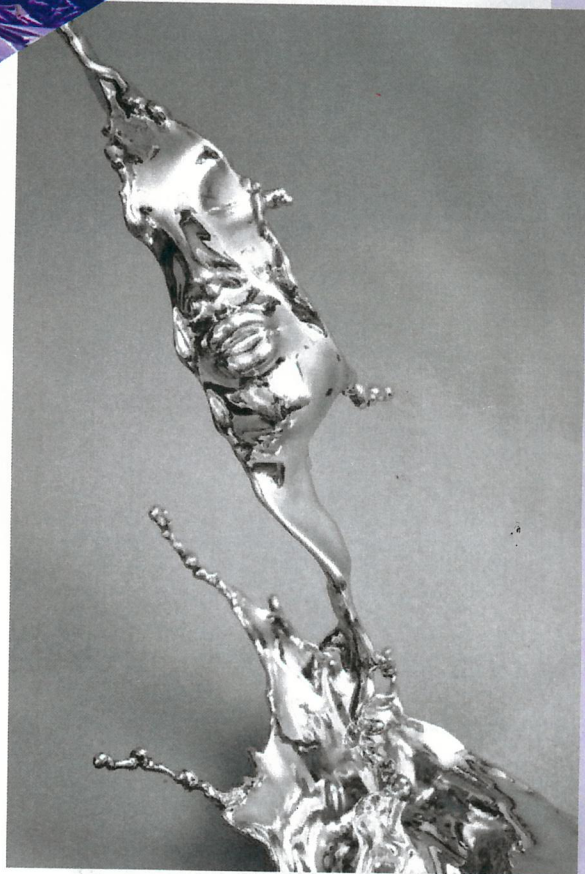
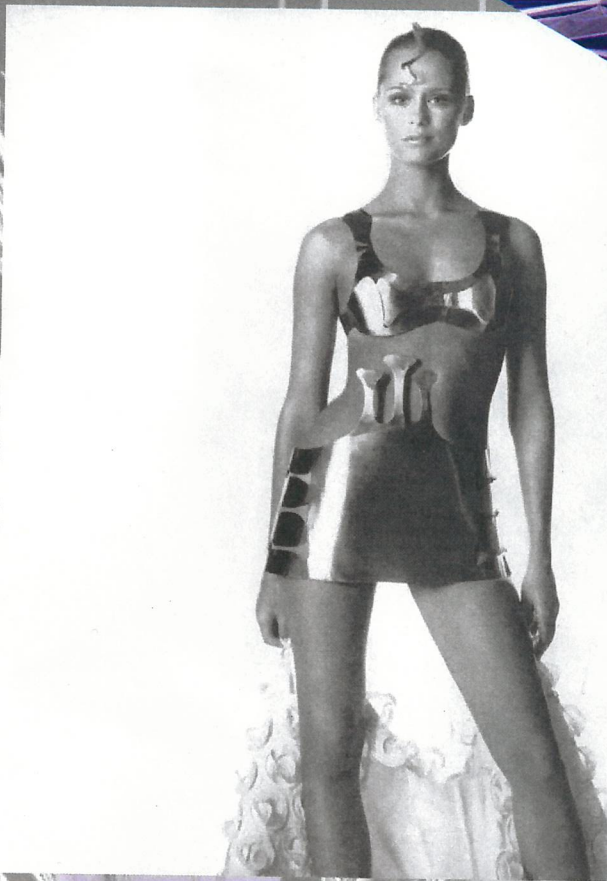


# SILVERS



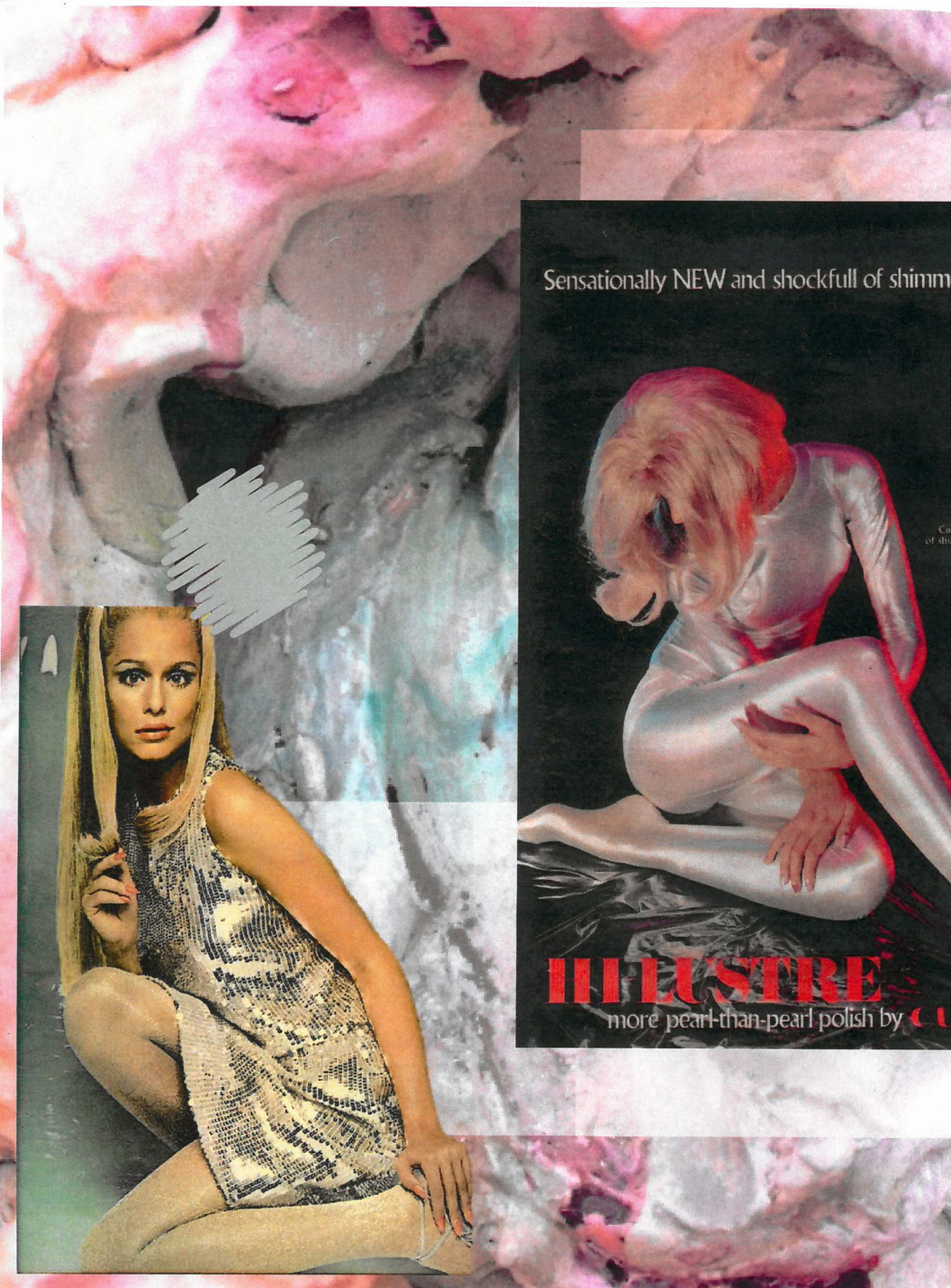


# 60s METALLICS









Sensationally NEW and shockfull of shimmer



Cutex creates a lustrous new world of shimmer... Hi-Lustre, sensationally new nail polish that's pearl all through... revolutionary no-shake formula. Lustre comes to light with the very first stroke (of genius by Cutex)...

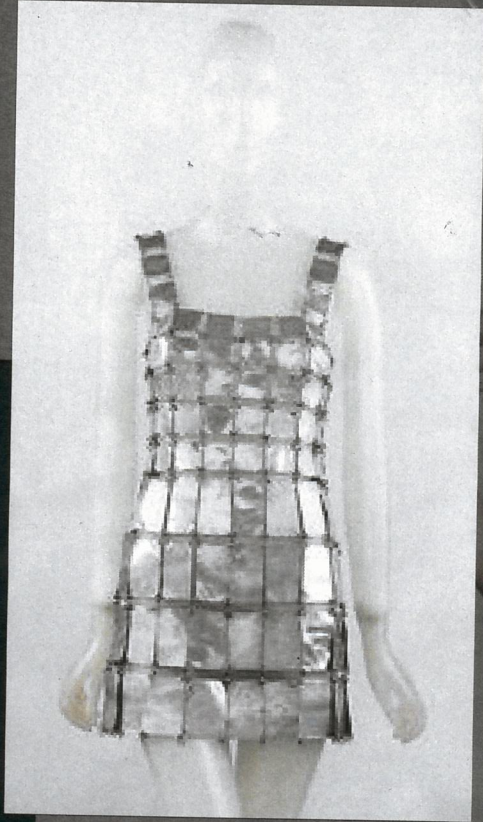
Eight fit-up colours including platinum and gold

**HI-LUSTRE**  
more pearl-than-pearl polish by CUTES



**EXPLORING METALLICS IN THE 60S:**  
Following the 1969 moon landing, a space-age wave influenced fashion, making metallics instantly on trend.

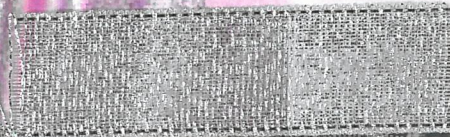
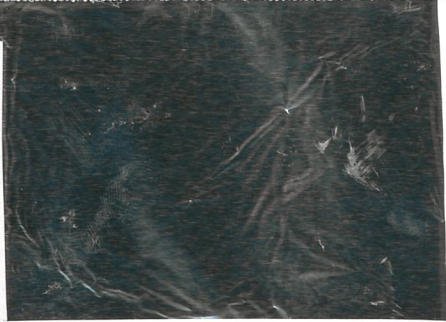
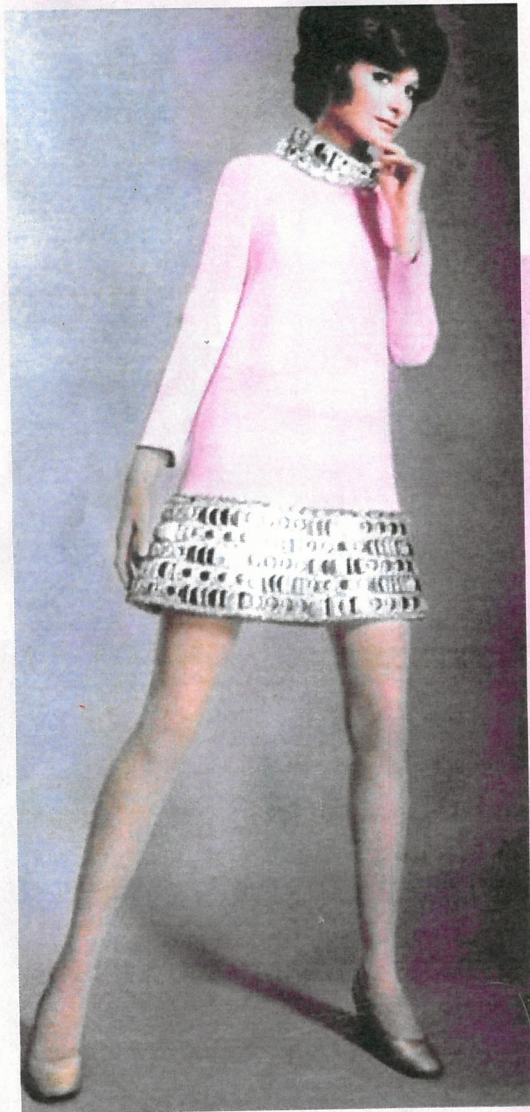




## PACO RABANNE

Particularly known during 60s for iconic metal dresses.





## CHANGE IN PRODUCT FOCUS



**Topshop Foil Sweater**  
**£32**



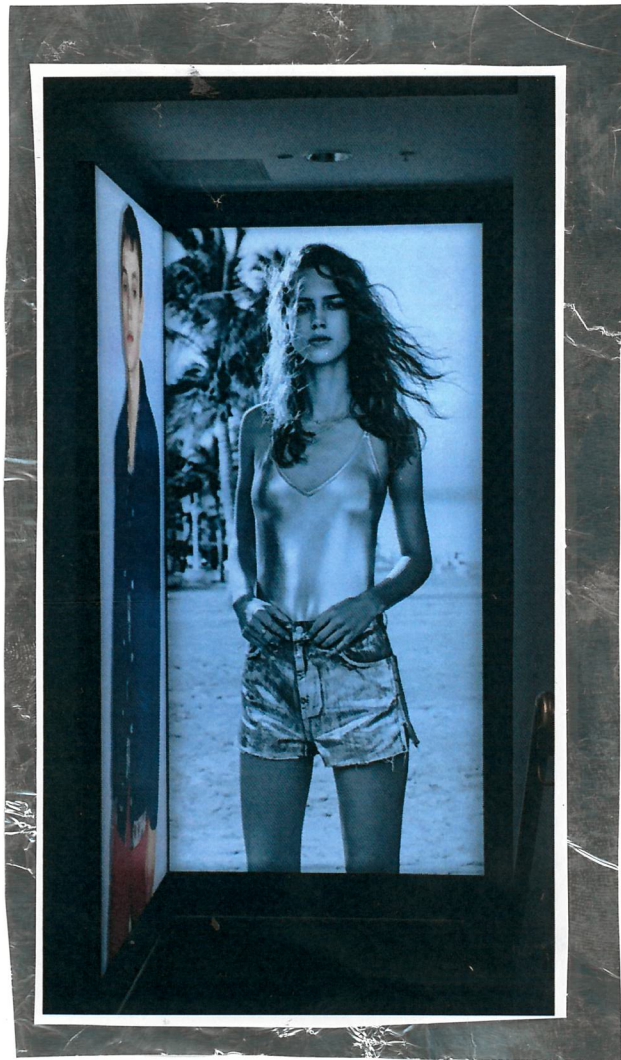
**Has a wider consumer base than the skirt  
due to a lower, more affordable price point**



*'Metallics  
take the  
basic  
sweatshirt  
up a notch'*  
**-Topshop**



Topshop's own  
 ↓ Metallic shoot  
 research



Summer '16  
 - In Arndale Topshop

«

## Fashion Target Market

Most of Topshop's clothing and products are targeted primarily to young women in their 20's and early 30's that are fashion forward and always looking for the hottest trends. They carry many different clothing lines that include: collections, mainline, premium, boutique, unique, designer, and emerge. They really want to drive home the idea of being able to create your own unique look and style. This would mean that many of their customers are not exactly what you would call mainstream and aren't afraid to be a trendsetter in their own way. Aside from that however Topshop is also a great place for these girls to get their basics that are needed for everyday outfits.

<https://sites.google.com/site/topshopyellowgroup/fashion-target-market>



»

Further consumer research collected

Sources throughout

**Strong Interest in Technology & Social Media**

90% of this age group own a smart-phone

On average this age group spends 5 hours a week taking selfies

3 selfies per day  
 16 mins on each selfie session  
 48 minutes per day  
 5 1/2 hours per week  
 7 selfies taken before the perfect one

Therefore will invest in themselves & products to do with their look

<http://metro.co.uk/2015/04/26/the-average-16-25-year-old-woman-spends-5-hours-a-week-taking-selfies-5167683/>

**Unmarried Status**

14% of brides are under the age of 25. Single people are in the 'peacock stage'

Therefore more likely to be spending on fashion

**Topshop target:**

Aged 15-30. This product most likely to be worn by those 16-24

in the UK there are 3.0 million people between 16-24 in full time education

**WHO WOULD BUY THIS PRODUCT?**

3.0 million people in full time education

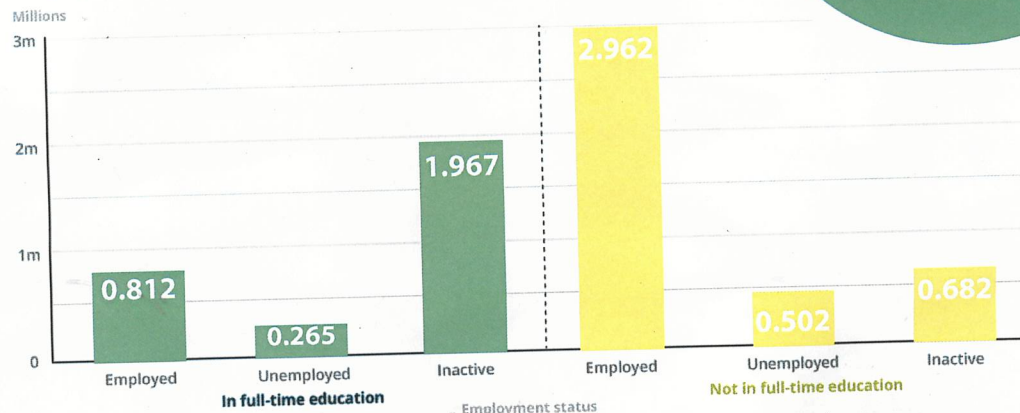
**Social Life is of high priority**

This age group will spend free time going out with friends.

61% like to go shopping with their friends as it is more sociable.

[http://store.mintel.com/youth-fashion-uk-december-2010?cookie\\_test=true](http://store.mintel.com/youth-fashion-uk-december-2010?cookie_test=true)

Employment status of 16 - 24 year olds in the UK, April - June 2014



There are 2.962 year olds in UK in full time employment. This will give them a high disposable income, meaning they can spend more on fashion.

Fact: A young person's employment status partly depends on whether or not they are in full-time education



# CONSUMER PROFILE

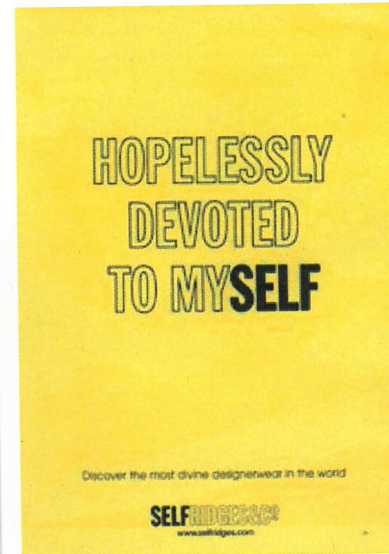
**AGE:** Typically the consumer likely to be buying this product ranges from 16-25. Arguable it could be worn by someone of a much later age depending on styling.

**OCCUPATION:** Student/ First job.  
Disposable income due to lack of dependables.

**BUDGET:** Not a large budget due to earnings, but may spend more on fashion due to being in the 'peacock' stage.



Shops at more youthful department stores



strong interest in social media



Strong interest in pop culture.



Likely to keep up with blogs and vlogs

Social Life is of high priority. Free time spent going out with friends



Keeps up with technology and. 90% of this age group have a smartphone.



Pays for mid-high range beauty products and keeps up with beauty trends.



Reads modern magazines



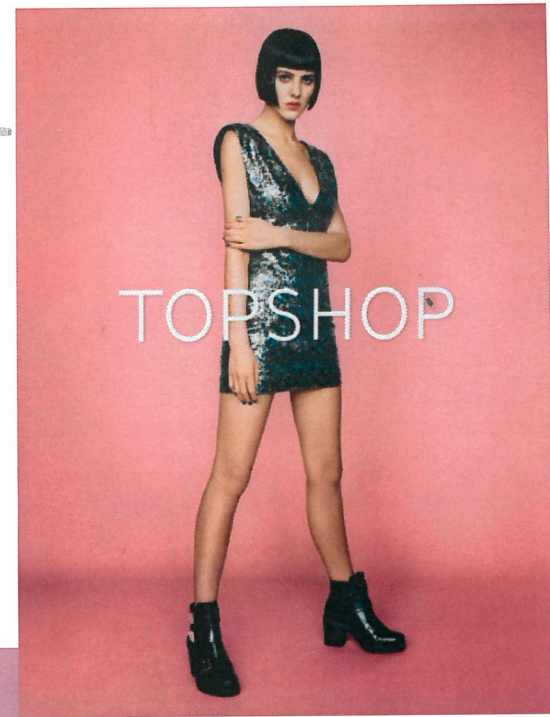




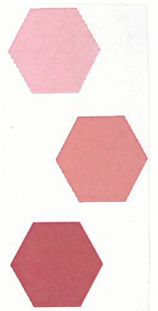
# Brand - Research -

## TOPSHOP SUMMER CAMPAIGNS

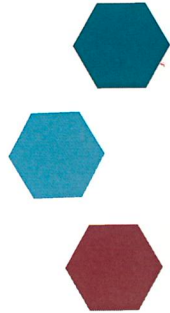
I looked into Topshop S/S 16 shoots for ideas on style



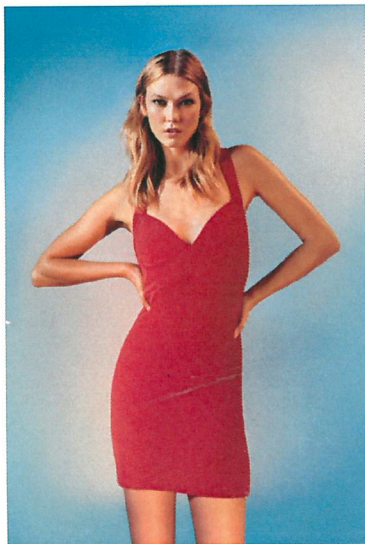
Simple, Coloured backgrounds  
←



↑ use of light for effects



Simple outfits →



## Everyday

Topshop's everyday clothes feature essential basics as well as items that keep up with current trends of the season. Prices range from around £5 to £180



# TOPSHOP

Topshop is a multichannel retailer targeting prominently girls aged 15-30. However the brand states 'internally we target everyone who loves fashion, regardless of age or income'

'The style setter and star of your wardrobe, but over the years we've become so much more'



## Boutique



'Designed to create the perfect capsule wardrobe' Topshop believes this is the first stop for 'directional pieces and premium essentials'

## IVY PARK



Ivy Park is the latest of Topshop's celebrity collaborations. Following the success of a Kylie and Kendall range, it is likely a Beyonce feature will be popular too. Although wearable on the street, the focus is on active-wear. 'Ivy Park looks cool whether you're on or off the sporting field.'

## Unique



←←← 2016  
2012 →→→

'Unique is a collection that references Great British style and Heritage.' First launched in 2001, the collection became part of London Fashion Week in 2005. The brand is known for its creative energy and pioneering new technology. Recent shows have included a 360 Degree virtual world comprising a live feed of the catwalk show

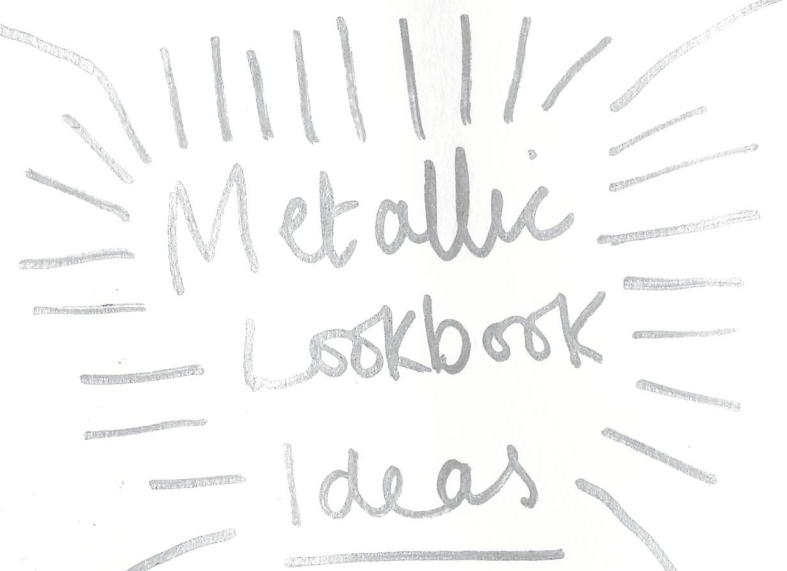
other metallic props

glitter in a photo studio

# USING GITTER / PROPS

metallic balloons

model in front of balloon wall?



ALL SILVERS

- ie. all silver styling
- silver background to images
- silver photostudio props
- e.g. silver balloons

① chosen idea

# REFLECTIONS

water reflects?

mirrors / mirror backgrounds

- other reflective materials in styling

- use of glass / window reflections

mirror the images themselves

② chosen idea

# LIGHTS

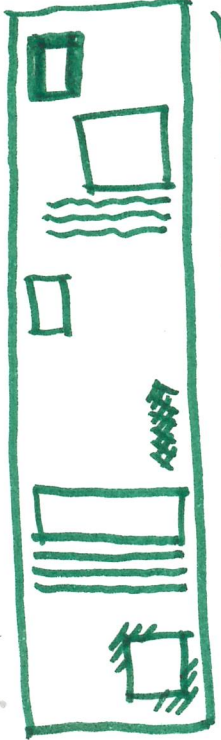
- to create light + colour on the garment

night street lights?

locations with lights

e.g. cars / traffic lights

One long lookbook



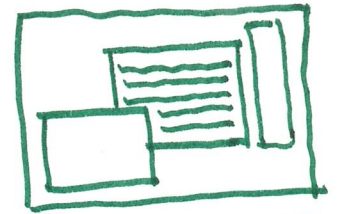
Folding Book



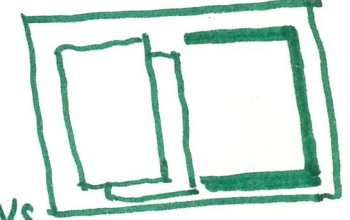
flip booklet



Collage Images & Pages



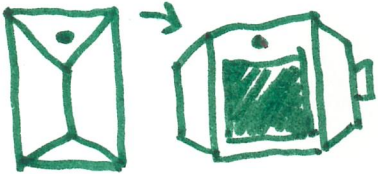
e.g. Ernest Arillo lookbooks



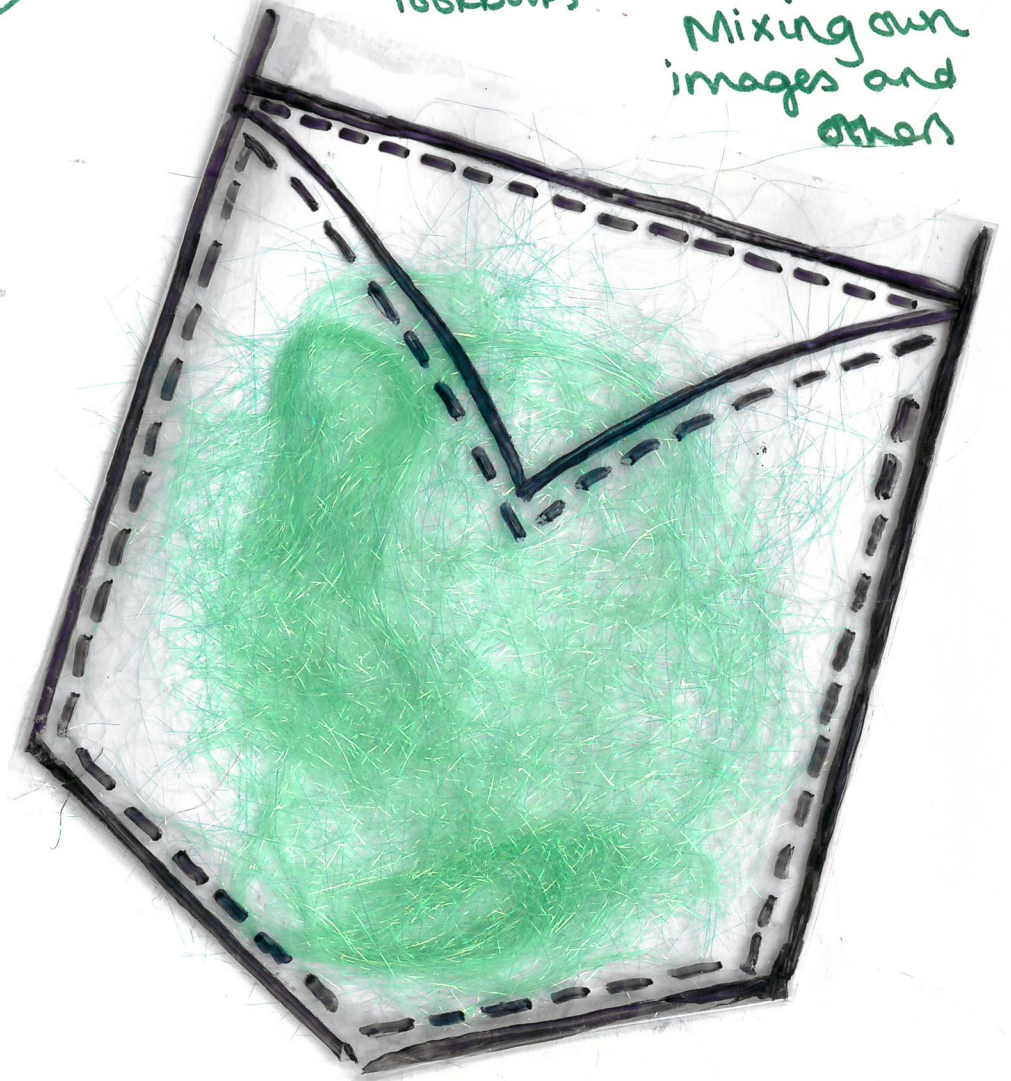
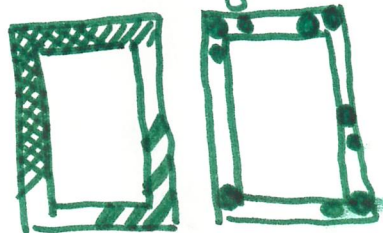
Mixing own images and others

Lookbook layout Ideas

fold Out

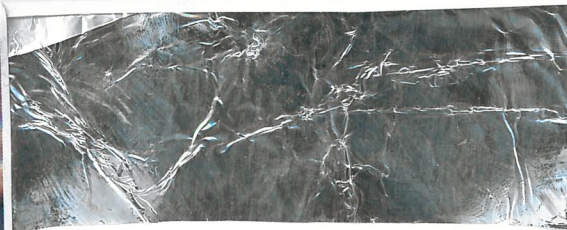
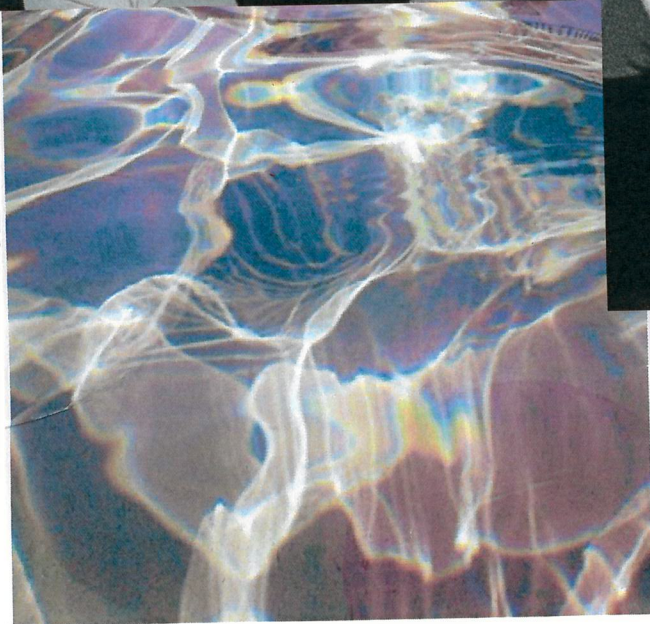
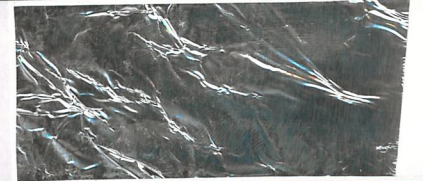
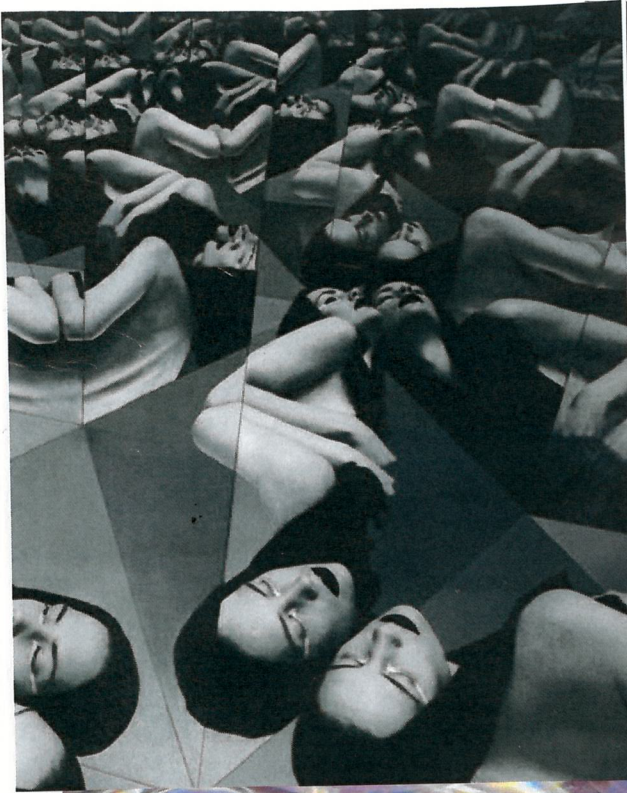


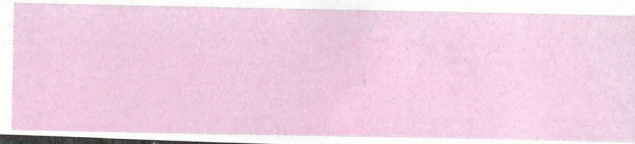
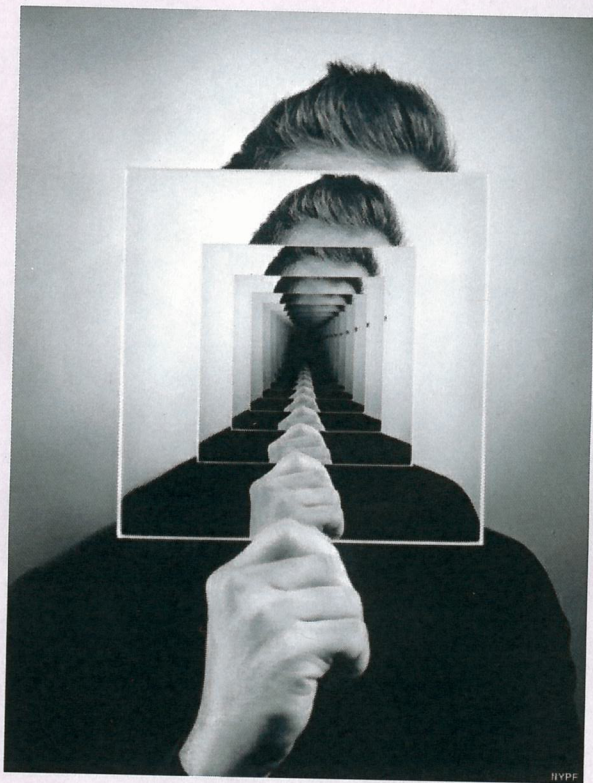
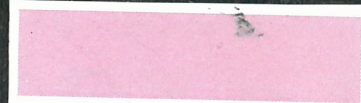
Pages with textured backgrounds



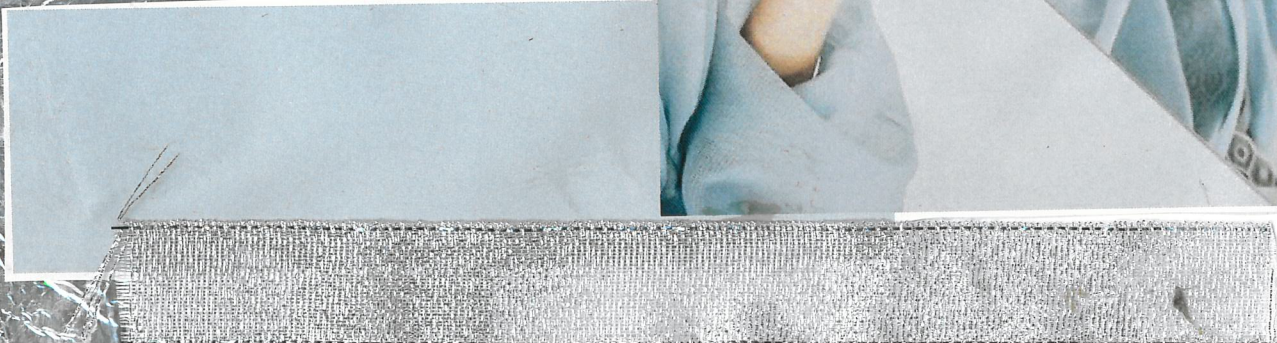
# IDEA NO. 1

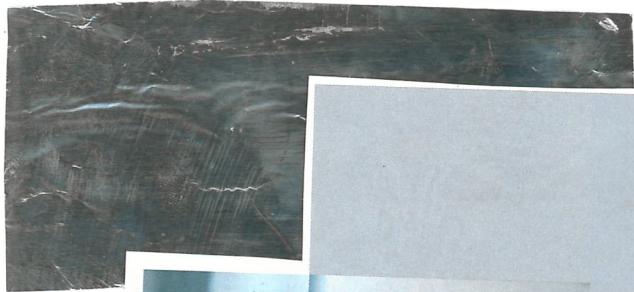
Moodboards  
based on Reflection





further reflection  
shoot research



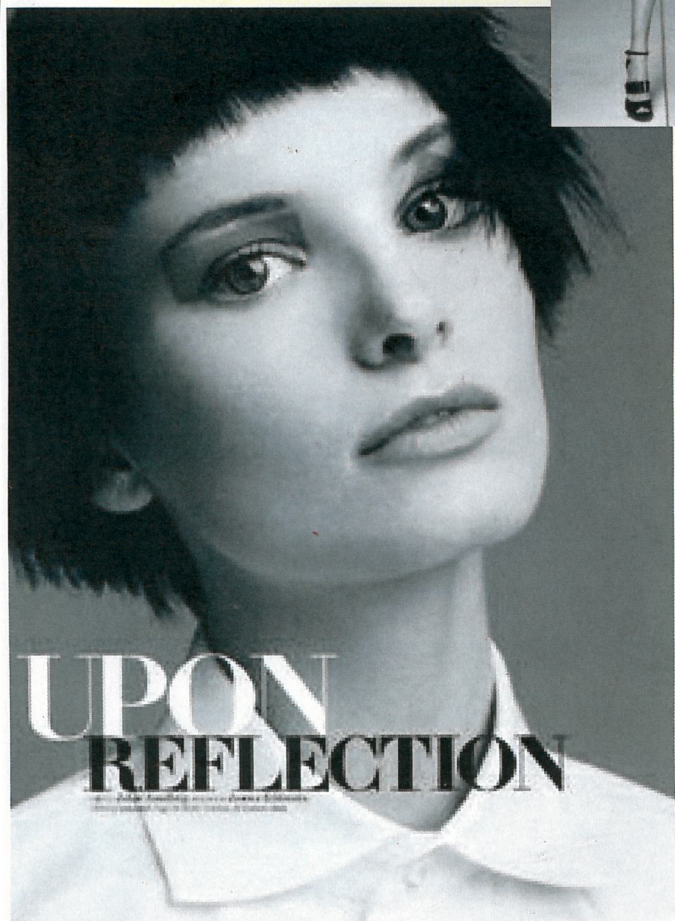


VOGUE





# Artist Research



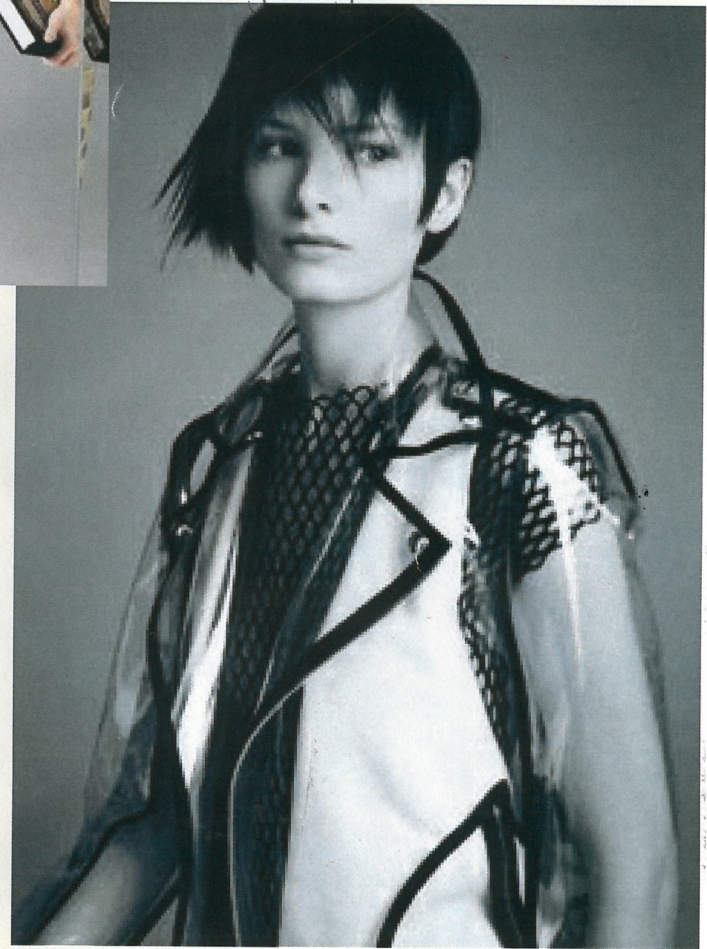
Johan Sandberg  
for Mixte Paris

Some images  
mirrored against  
themselves

plain grey  
backgrounds  
to emphasize the  
subject and  
colours used



use of mirrors, strong  
black lines and layered  
styling



lines &  
mirrors  
used  
again to  
break up/  
multiply  
image



further  
Artist Research:  
Jan Masny



simple backgrounds



Layering images



Mirrored images.  
- blur used for effect



fade & Repeat used

strong use of textures

# First Test Shoot:

I had about 150 images - cut it down to these best ones.



DSC\_0232.JPG



DSC\_0235.JPG



DSC\_0240.JPG



DSC\_0246.JPG



DSC\_0247.JPG



DSC\_0253.JPG



DSC\_0260.JPG



DSC\_0261.JPG



DSC\_0262.JPG



DSC\_0264.JPG



DSC\_0274.JPG



DSC\_0280.JPG



DSC\_0285.JPG



DSC\_0292F30IH1XZ.JPG



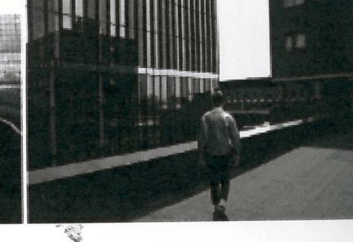
DSC\_0295ASGHJ0YO.JPG



DSC\_0298XZC09MHY.JPG



DSC\_0300KKBXOS8Z.JPG



shoot1.JPG

Location: Cavendish roof top - reflective glass building backdrop

Styling: Metallic jumper, roll neck (so not to sport swear-ish), mom jeans & chunky b/w animal print shoes



A favourite image from the shoot

close up to offer more detail  
on the product





↑ This image shows me styling well. Zebra print shoes chosen to keep the outfit monochrome

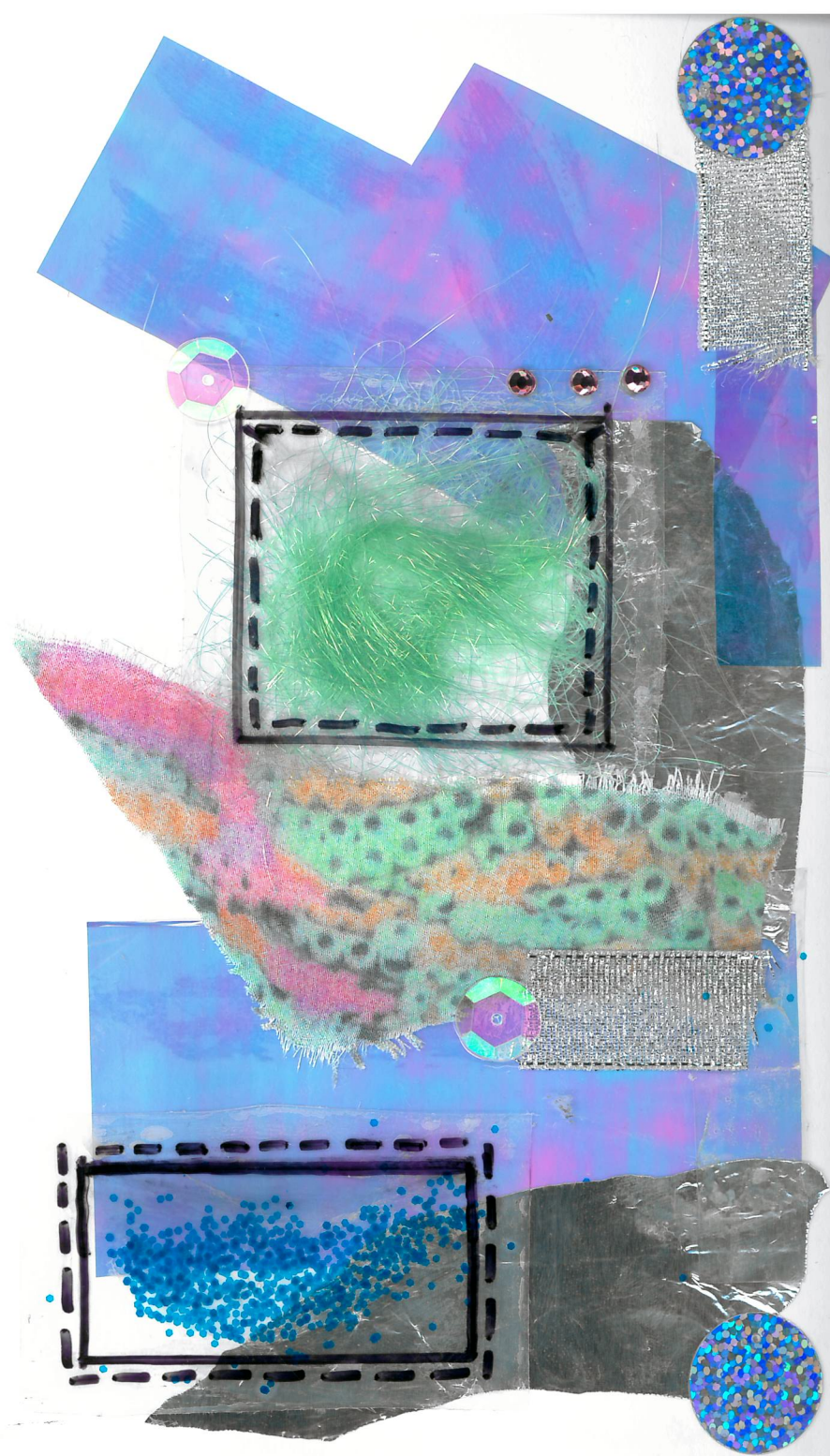


# Exploring Idea no. 2

A metallic  
shoot exploring  
the use of light  
& colours

using  
colourful  
backgrounds

using  
natural  
light  
using  
set  
lights/  
coloured  
light



An initial  
Moodboard

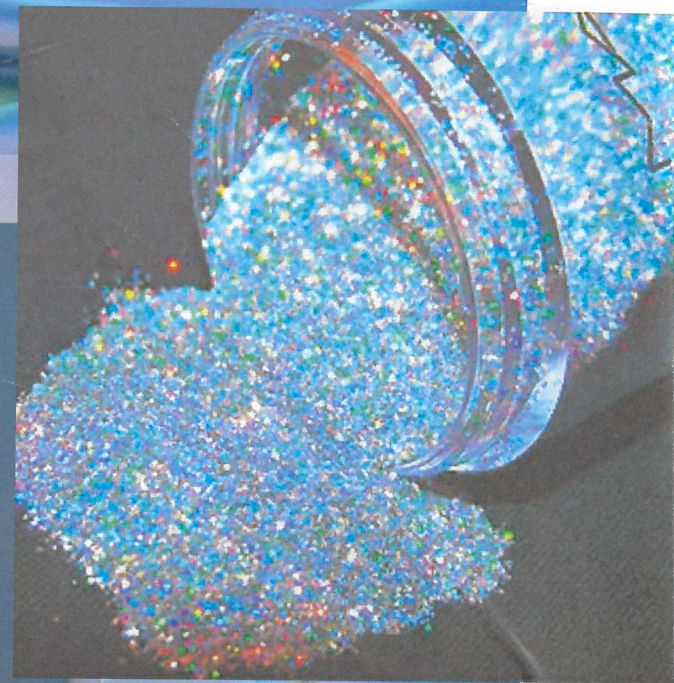
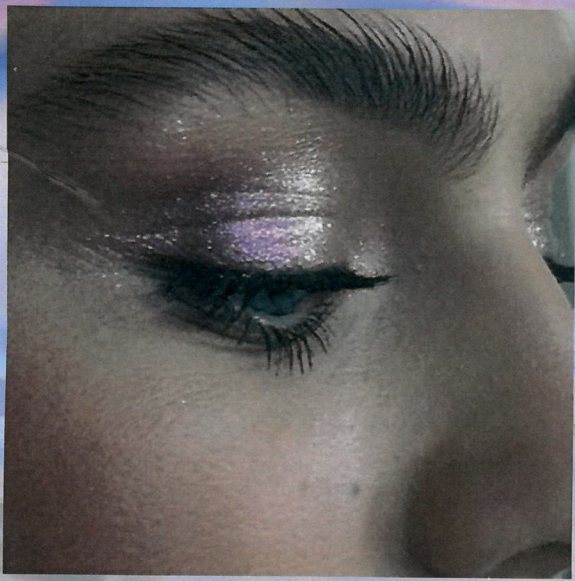
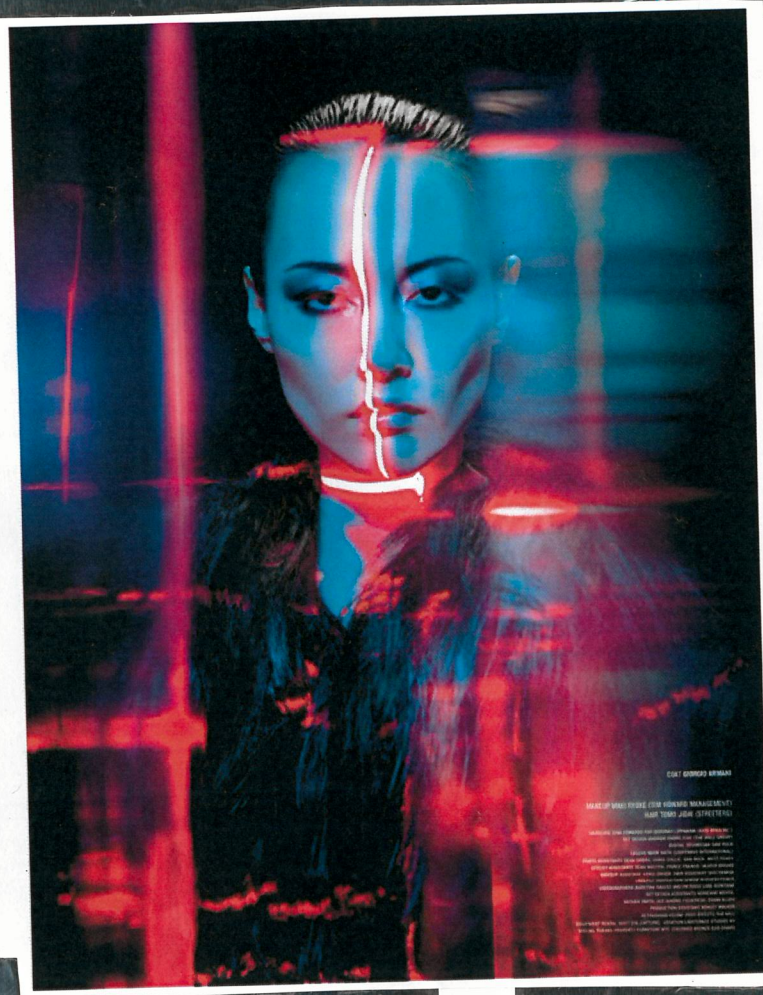


Image  
sources:  
Pinterest · metallic · fashion

# TIM RICHARSON PHOTOGRAPHY

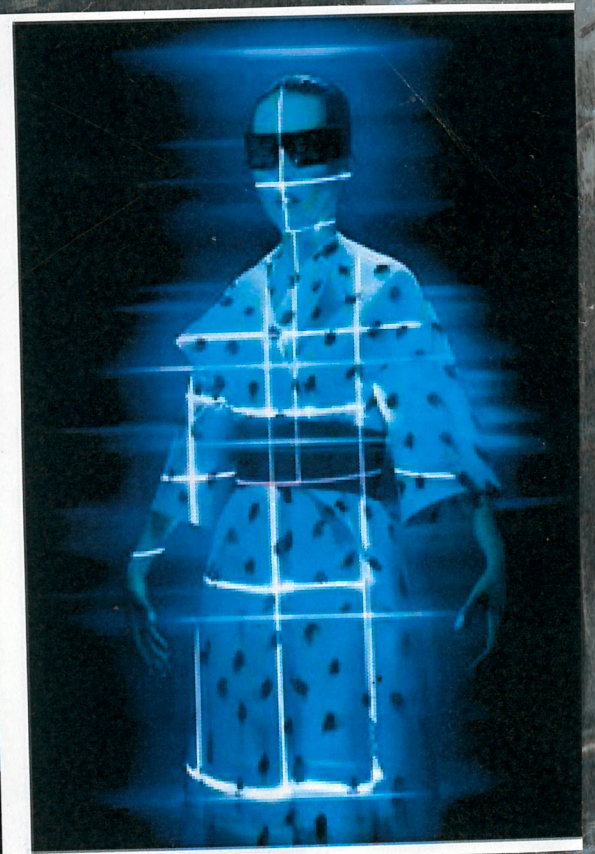
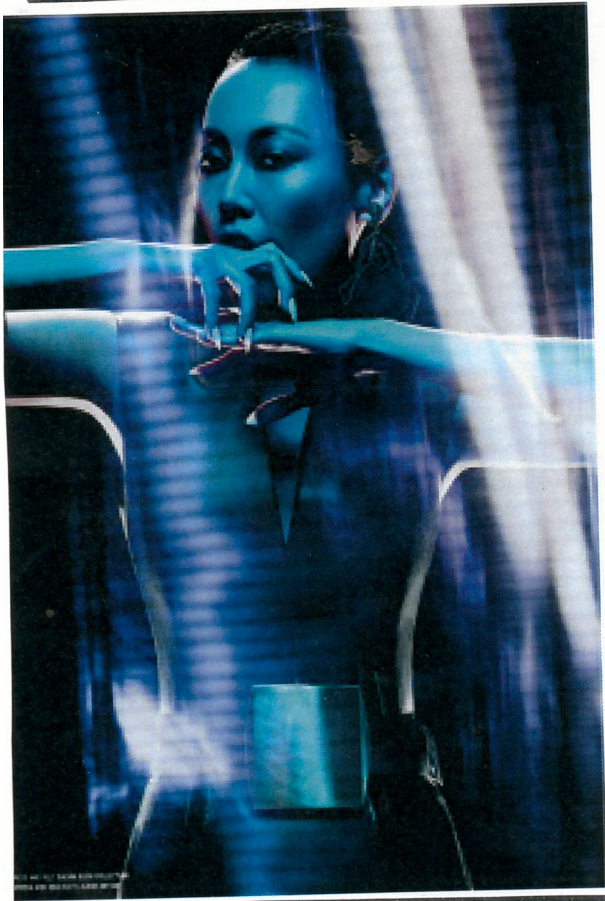
Artist Research  
on light + colour photography



Contrasting  
colours of lights

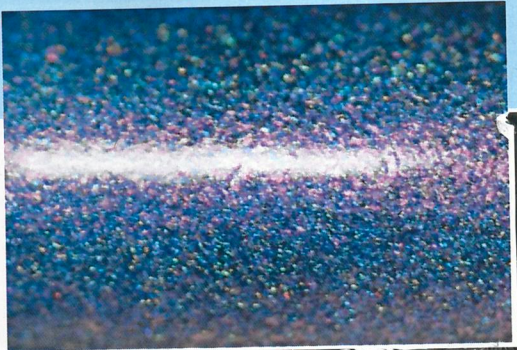
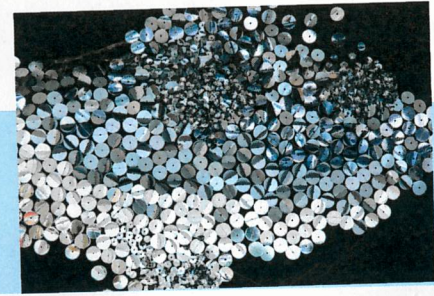
Interesting body  
shapes from the model  
for eye catching images

Light + colour focused moodboards →



Light on the model's face creates a striking image

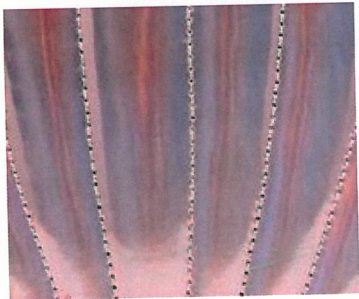
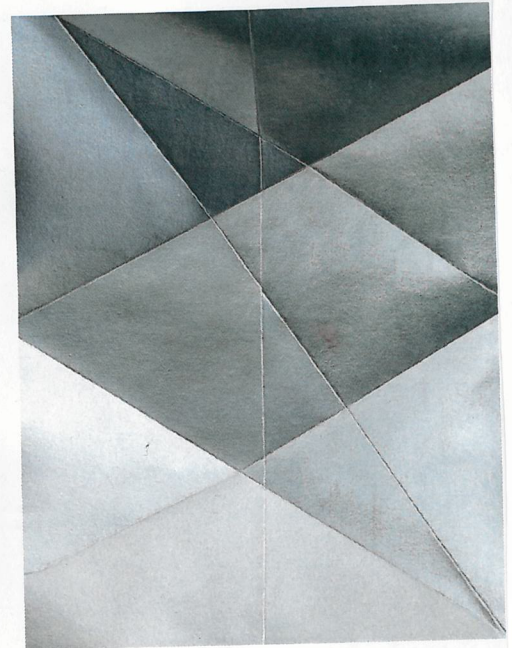


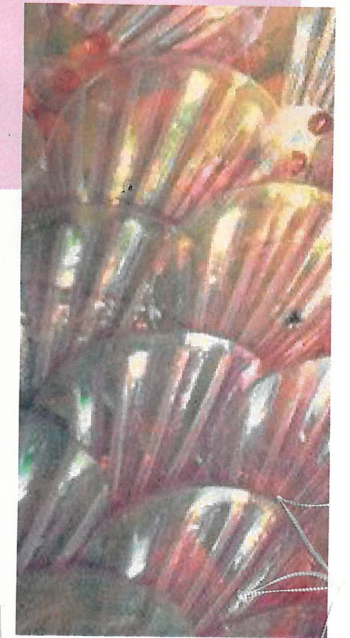
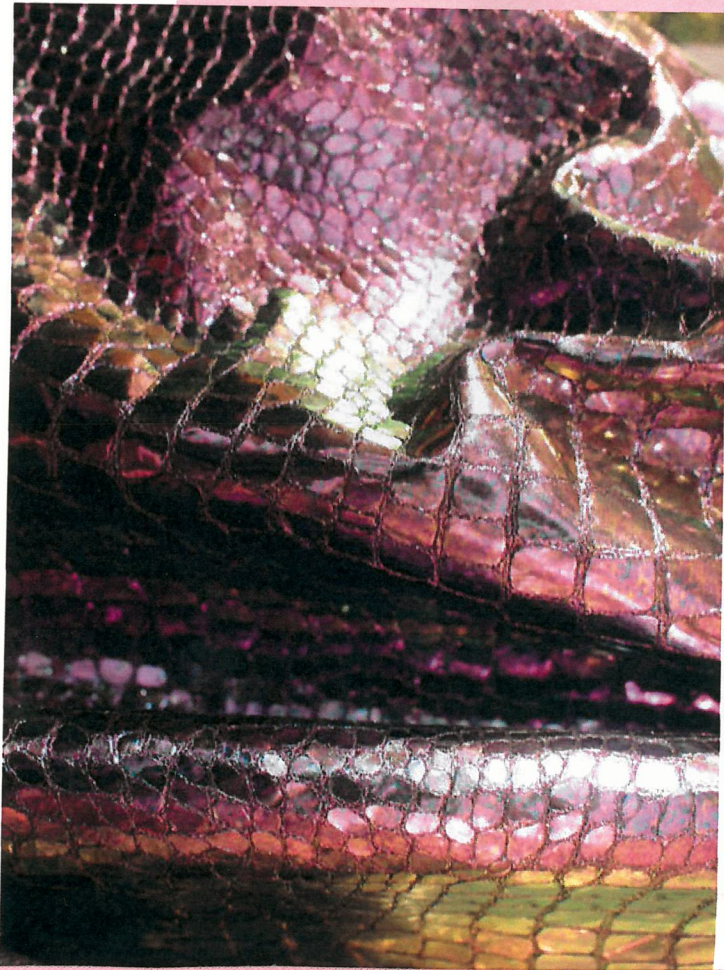
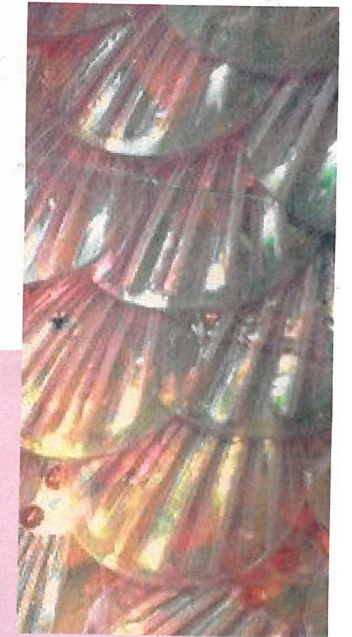
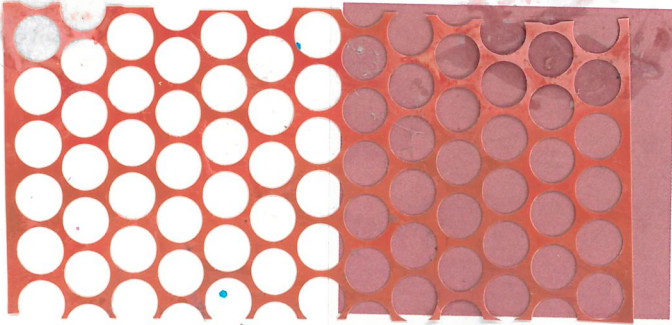


sources : W&SN- 'reflective surfaces'

source : timrichardson.com

Moodboard focused  
on light + colour  
while keeping  
the reflections  
idea in  
mind...



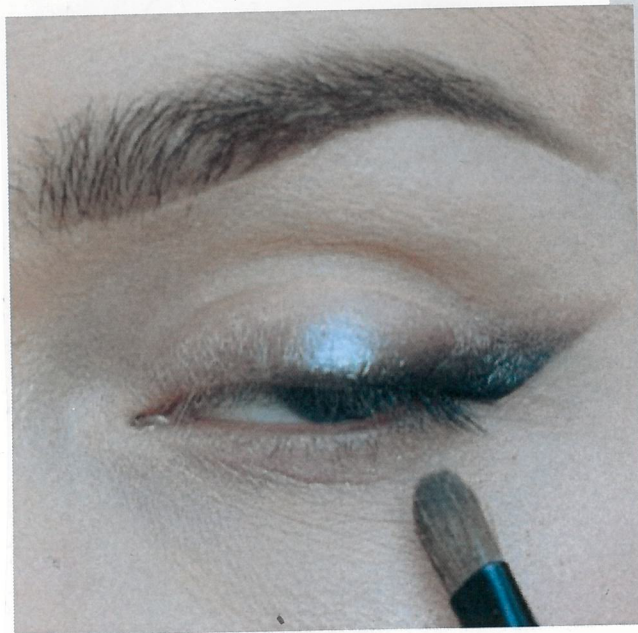
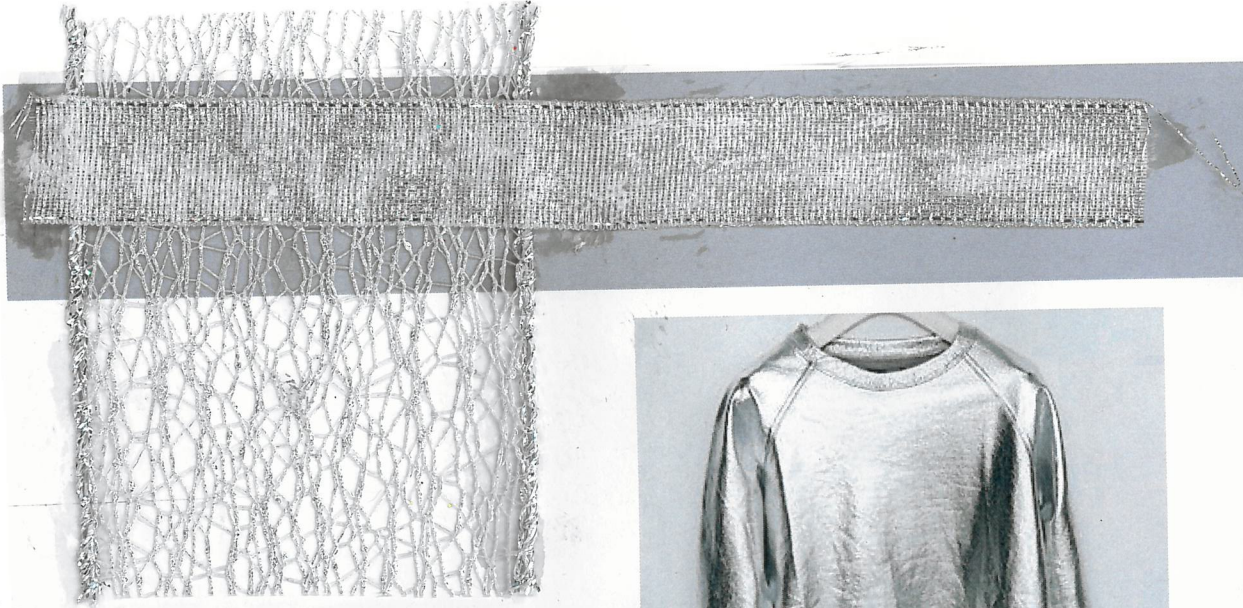


Images: Pinterest



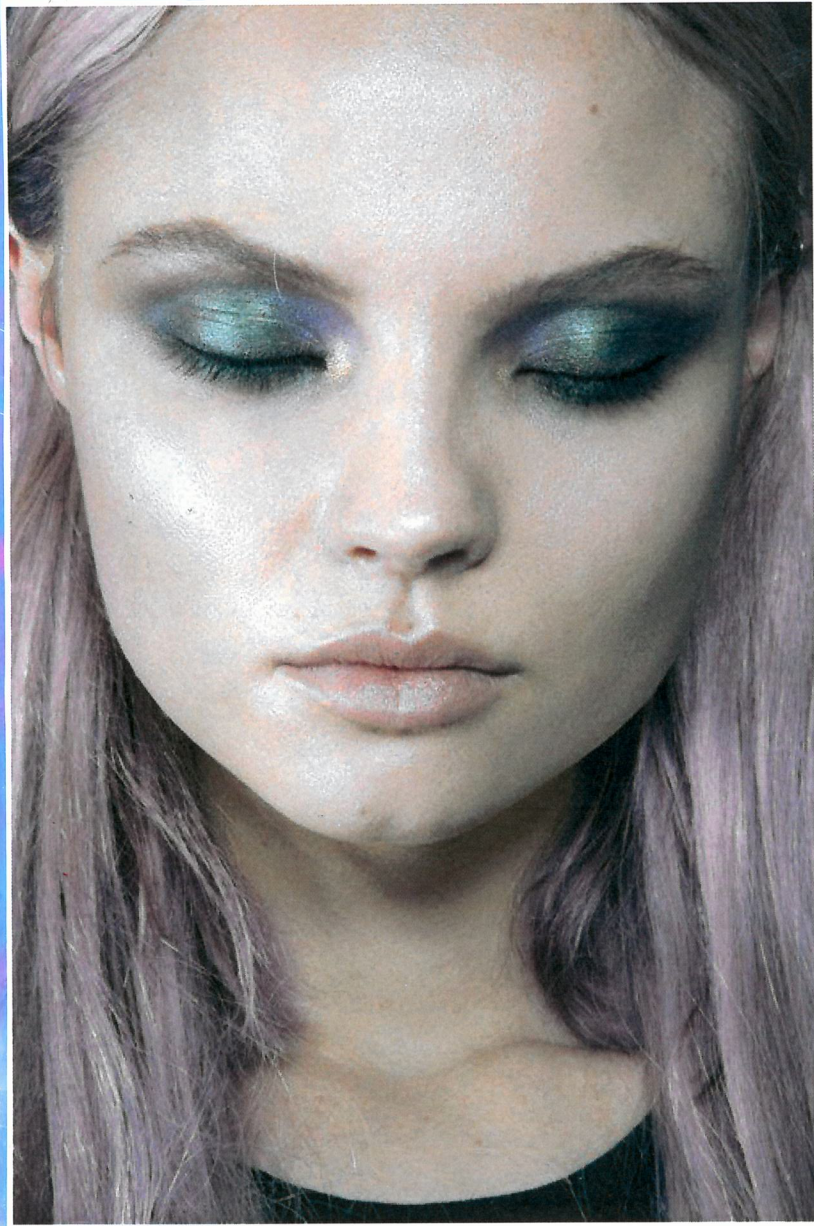


Source WGSN  
'Reflectives'



I kept an image of the product in most moodboards in order to keep them ultimately product focused

Source: WGSN 'metallics'

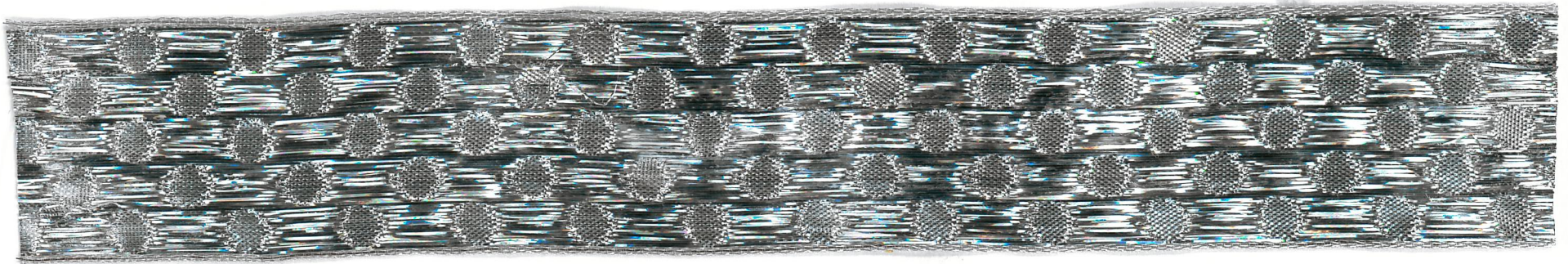


# SHOOT PLANNING

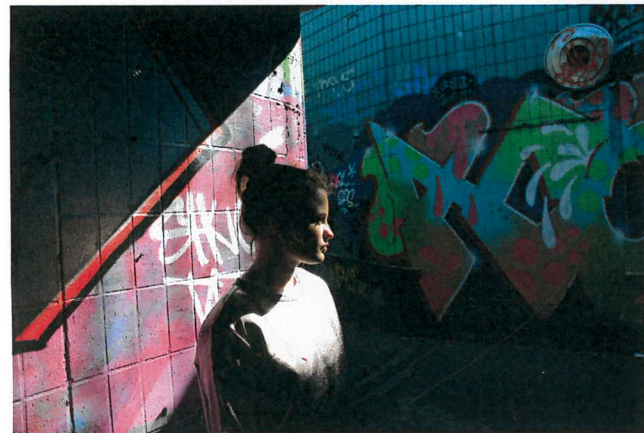
**Styling:** I felt the last monochromatic styling was effective, and may work particularly well now put with any light + colour based backgrounds - Therefore staying the same

**Location:**

- Try graffiti subway for a colourful background + natural light
- Using Manchester's K2 nightclub with bright colour changing lights



# Test Shoot 2 - location graffiti'd subway



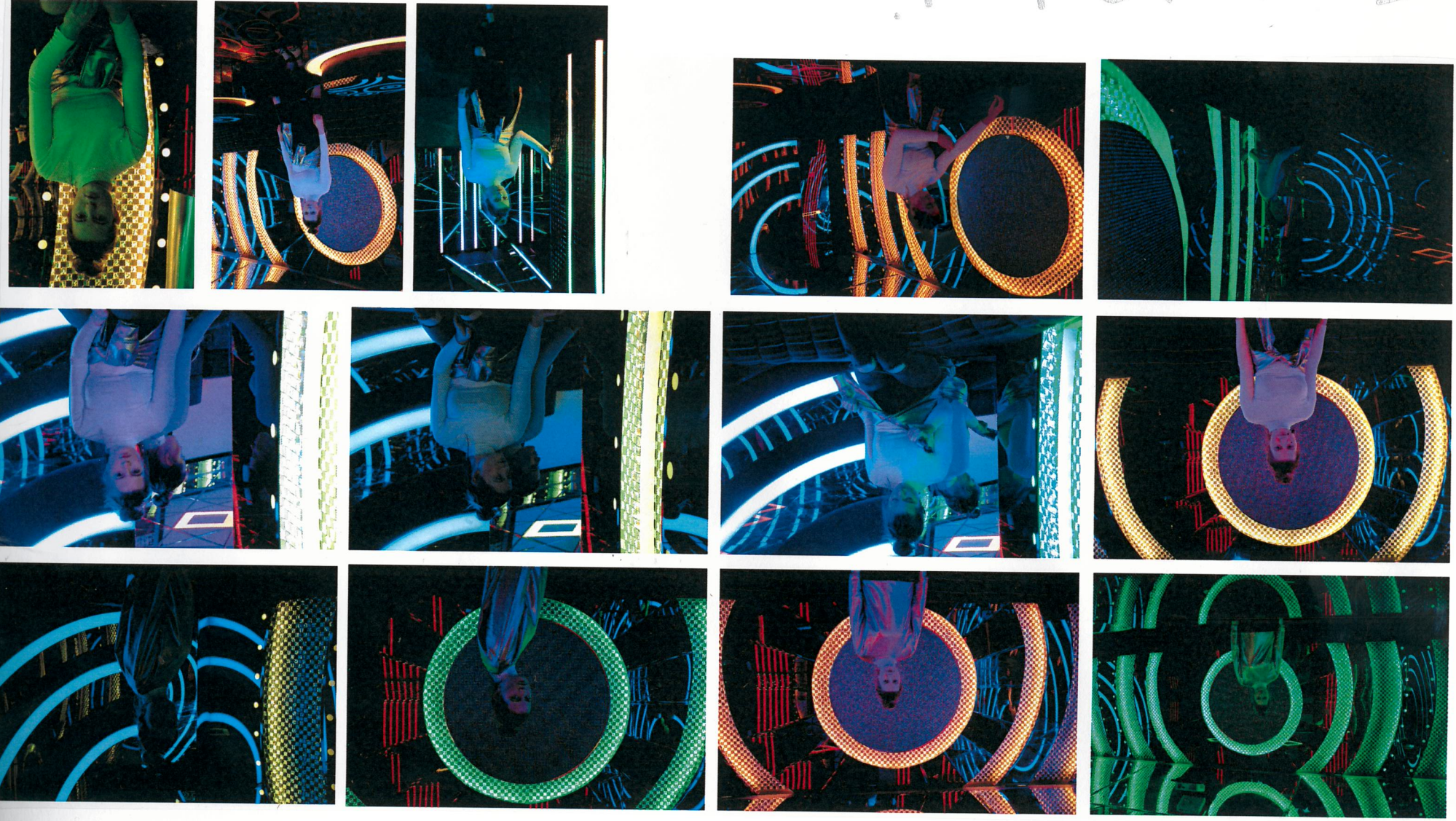
I think this location worked well for adding colour. However I think there are only so many graffiti shots I could take and the background could distract from the product.

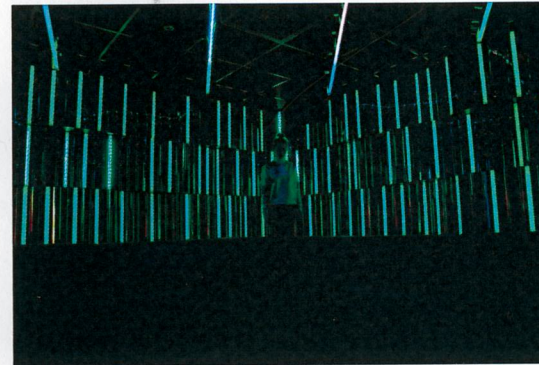
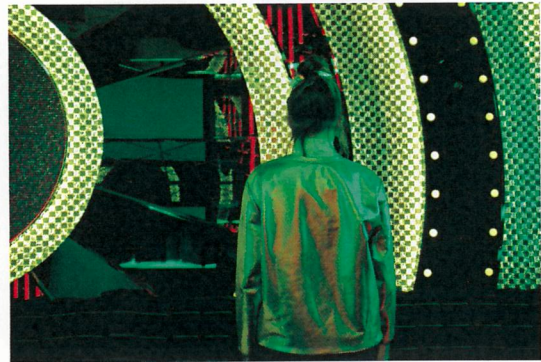
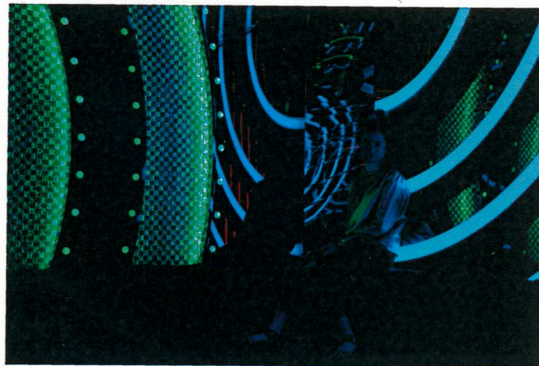
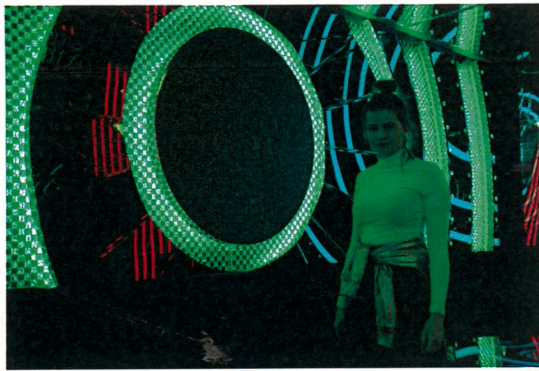


favorite image of the shoot

K2 club Manchester  
with background colour changing  
lights

Test shot 3 - location





## Results:

I took about 250 photos here and narrowed it down to these shots.

I found the location gave a really good background and was kept interesting since the colours changed.

The lights reflected well in the jumper - showing off the metallic property.

I think I will use this shoot for the lookbook.