
look books- to use a stylist?

Posted by PinkTiger - 2007/08/31 13:53

Hi,

Just a question for all the designers/small brands out there. I am a stylist with a design background, I've found that a lot of small companies don't use stylists for their lookbooks/press images and I'm just curious as to whether its entirely a budget issue or whether its because your so close to the product and just find it hard to deligate the work away from you. Would anyone like to offer their opinion??

Warmest regards

Cat

www.cat-watson.com

Re:look books- to use a stylist?

Posted by JenniferHolloway - 2007/09/02 15:19

We are aware that most designers would desperately love to have their own design book or look book but as you rightly point out a lot is to do with budgetary constraints.

We are working with Sally Leonard from IEA has an excellent answer to this problem...give her a call on 020 7226 2783. There is also a box on the FC home page that explains the initiative too.

Regards

Jenny

Re:look books- to use a stylist?

Posted by riddell - 2007/09/04 10:36

As a photographer I can strongly say that the use of stylists (and Make-up artists) along with a good model contribute hugely towards the overall look of a photo and give it a much more professional and striking edge.

Its simply a case of experienced professionals all putting in their expertise to create an image.

But yes, they are an additional expense. However I do have a few stylists and MUAs on my books, and dependant upon your project I can often sort out some very good rates for clients. I can put together a complete package too, if you require. Photographer, stylist, MUA etc.

Please have a look at my website - www.photographybyriddell.co.uk and call me on 07850 588975

Paul.
