

# SUMMARY

## **Fashion photography series “BRAH”**

In my final project, I explore fashion photography in depth, collaborating with designers to create a photo series “BRAH”. Fashion photography, evolving with expanding boundaries and aesthetics, incorporates various artistic techniques to convey visual messages effectively. It closely intertwines with the design world and visual communication, aiding in promoting design and shaping brand identity. Through my work, I aim to immerse myself in the realm of fashion photography, drawing inspiration from its diverse elements and contributing to its evolution.

My goal, with this thesis, was to create a fashion photo series for the collection "BRAH" (authors: Moolen Veering, Birgit Peerna), depicting leather lingerie for women with breast cancer and the transgender community. In addition to promoting young design, I want to help minorities and increase acceptance towards them. With the series I want to create a positive environment for body image and diversity, allowing people to feel accepted and understood, especially those who deviate from traditional norms, such as breast cancer survivors and transgender individuals. Through photographs, I emphasize body positivity to promote self-love and increase representation, while also creating safe spaces for diverse bodies in society.

To fulfill the goal of my thesis, I familiarized myself with fashion photography, and consequently with visual communication and clothing identity, in order to better understand the influences of fashion photography and visual media on society. In creating the series and gathering inspiration, I examined the main consumers of the designers' products and their representation in media and art, to better understand their needs and how to represent them through photography.

In the practical part of the thesis, I created a fashion photo series for the "BRAH" collection. My preparations for the photo shoot were thorough and deliberate, beginning with ideation and sharing the vision with designers, and culminating in lighting setup and modeling. I meticulously planned each step to ensure the desired outcome, emphasizing the naturalness, diversity, and societal inclusion of the design. Utilizing mood boards, schedules, and studio setups, I created a framework that allowed for smooth shooting and efficient processing, while preserving the authenticity of the design and the individuality of the models. The end result is a versatile photo series and lookbook, showcased at the Pallase Gallery, offering both visual aesthetics and a social message.

The thesis project turned out to be meaningful for both my personal development and social impact. Thorough preparation, smooth collaboration with designers and models, and dedication to conveying the message of body positivity have led to the desired outcome. The experience gained from the project is diverse, opening up new opportunities both technically and creatively. In addition to exploring new

photographic techniques and lighting setups, I also gained valuable experience in guiding larger groups and individual models. With the desire to contribute to increasing societal acceptance, the photos created serve as an effective means of conveying the message. Beyond fulfilling academic requirements, this thesis project has provided me with a strong platform for future creative and social contributions.