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# Dynamics of Fashion Styling

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**ABSTRACT:** Fashion styling is just not about getting ready for a purpose or as usual. It is about how you want to feel and present yourself. In terms of fashion when we talk about styling it is something which is very fresh and new in once eye. Fashion styling was previously simply carried out by the performing artist such as the models or actors, photographer, editors etc, but now a days or even we can say with reference to some past year it has become a choice, a view, way to present a personality, and object so on. So, basically fashion is an art and styling are also an art which present individual personality with individual interest and choice towards an object or a person in individual.

**KEYWORDS:** Styling, Art, Principle, Elements, Appearance, Character.

## I. INTRODUCTION

Styling means creating an image. It develops an identity, it can be for any product, apparel, personality development, etc. Stylist works to achieve a proper desire look accordingly appropriate for the task. It was not very popular before, only celebrities use to get working with this. But now days styling is considered as an important aspect for everyone, maybe you are a celebrity or not you should know to carry yourself, to know what to wear where and what suits your body type. It is all about how you feel and carry or present yourself or may be an object. Although it is very accessible now days, people very easily get the idea of styling as all the shopping website and even fashion stores work simultaneously towards it, they provide the image/product with its pair and accessories as well 'with reference to apparel' which is not very difficult job these days for anyone to look fashionable.

Styling is a very personal term for every individual as it stays forever and works to develop once character in appearance (It can be termed as for a person or object). It is crucial to know about body types and what should one carry when it comes to styling garment and accessories on body.

### Objective

- To study the appearance of styling.
- To understand character styling.
- To study how styling is an art.
- To understand present scenario of styling in the fashion industry.

## II. RESEARCH METHODOLOGY

The research is based on studying fashion styling as an art which works not only in the field of fashion but also work in various another field as well. How styling works for a common person to a celebrity and also for a company/brand. It is the way we present up our work in the society and helps to develops a character and personality. For reference we can take an idea of Bollywood celebrities who are working efficiently with fashion styling before coming out or we can say before introducing to the public, every attire is planned to achieve a look as needed. We can say styling can also build up a character which one desires to be or recognized as. Styling is a powerful weapon in the fashion industry which expresses the personality loud. This research was also aim to achieve a knowledge about the past history of fashion styling and it also about Ray Petri, who was a popular stylist of 80s.

## III. REVIEW OF LITERATURE

Styling was always in the past and carried out from centuries but it has been few decades it got under people recognition. According to the past history the first stylist were the editors who worked exclusively for the fashion magazine. They use to edit the fashion pages and style up the models for photoshoot, even the editor was only responsible to choose up the brand they want to show up on their fashion page, article and magazine. For photoshoots and presentation models were use to get ready using their own accessories and cloths as needed. It was a common term



for the 60s model to do their makeup and hair by their own, as makeup artist and hair dresser were also not in the field working under high recognition that time.

During 80century a new term was introduced asfreelancer, fashion stylist as freelancer got a platform to showcase their talent. But here working as freelancer they got an opportunity to work separately with different magazines and films where in case, they do not have to tie themselves with any one company. This opportunity allowed stylist to rise up in the industry and get new experiences. When it comes to fashion styling Ray Petri was the first popular stylist to be well known for his famous Buffalo style, an eclectic mix of urban, ethnic, sportswear, and high fashion. To be different he uses to work with common people for shoots in place of professional models which made him very popular and different. He oversaw and did everything on the creation of a photo, except take the actual picture!

*“Petri was a fashion stylist long before this was a coveted job description. Indeed, in the early 80s, selecting and arranging clothes on models was still known, if it was known at all, as ‘fashion editing’, but he was an instinctive stylist, using his visual flair and magpie intelligence to produce elegant, unfussy and invariably sensual images of timeless modernity.”*

It is believed that Ray Petri was a person how brought fashion styling out of the inner circle of fashion to the outside world, basically introduced fashion styling to the people outside the industry even after his death his way of style and presentation and being referred and admire. Unlike the other stylist as we see today in the industry works for styling and money both but that time Ray Petri showed up his all creation and talent for styling, here money was never a concern for Ray, only he worked for creating styles. – *Arcadia, 2012*

Fashion Styling is a term which helps to study styling as a team to successfully achieve the overall look including makeup, hairstyling, apparel, photography. Photography and styling work excellent together as they create memories or we can say unforgettable looks. – *Angela kusen*

In Fashion styling, apparel, makeup, hair dressing, etc. everything is derived from element of styling such as material, silhouette, colours, and texture. For achieving different styling looks apparel are being worn in such a style with appropriate accessories to achieve the desired look. – *Kristen Vaccaro, 2016*

#### IV. RESEARCH STUDY

##### 1. A study on epic history of styling

This research study shows up an idea about pre-existence of styling before it was ever noticed. In terms of fashion styling where styling has no any individual platform now has a separate unit in the industry and works excellently to achieve desired goals and accomplishments.

##### 2. Fashion styling as an art

Styling is an art as it deals with different elements and principle of designing. While styling a look for an individual or styling a product for shoot or sell, elements and principle of designing has to be kept in mind to achieve the desired look. Colours, prints, patterns, etc. have to work in a harmonious way to achieve a good stylized image of an individual/object. Styling is just not about selection of attires but also to pair and compose it accordingly.

##### 3. Styling for Another fields

Not just only fashion industry but commerce industry is also using styling in another level to sell up their commodities, where as in an advertisement what the actor pr model wears holding any product should complement each other.

##### 4. Character development

When it comes to movies or in real life, everyone of us has a character inside which shows up different interest and has a personality. When unknowingly we dress, we end up showing what we are feeling and concerned about, might be we are not very aware of it but it is the way it happens. Now unknowingly also we are showing up our look because it is tangible, people or public will obviously see and creates an image in head, we definitely do not dress to impress people but to express our own look and interest. This also works in a same way for character building specially in a movie or also in real life of celebrity.





## V. CONCLUSION

*Fashion Styling is an artform that combines fashion and photography to produce unforgettable images.* In the world of social media and professionalism styling has entered into many different fields including fashion industry. Such as in the field of commerce for selling products and be approachable to the consumer one has to presentable with their object. It is basically an art which studies the basic requirement working accordingly towards the situation to achieve an art in form of styling.

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