

PROJECT 02 - BEYOND THE EXCESS

**LASALLE COLLEGE
571-KQC-03**

FASHION MARKETING INFLUENCING FACTORS

PRESENTED TO JEAN-PASCAL SIMARD

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PART 01

PRESENTATION OF THE TREND WITH VISUAL ELEMENTS

COLOURS



**PANTONE®
Oak Buff**

CMYK 0 25 52 19
RGB 207 156 99
HTML CF9C63



**PANTONE® 000C
White**
#FFFFFF
RGB 255/255/255



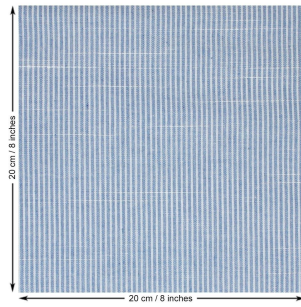
**PANTONE
296 C**



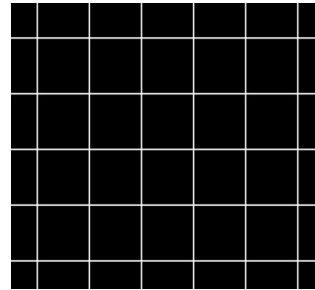
**PANTONE®
Cool Gray 10 C**

CMYK 40 30 20 66
RGB 99 102 106
HTML 63666A

PRINTS



1. Faint stripes



2. Grid

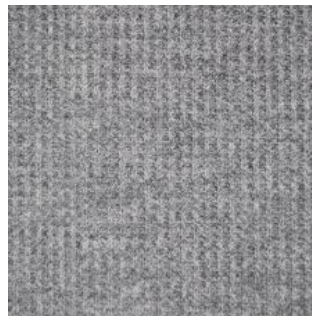
FABRICS



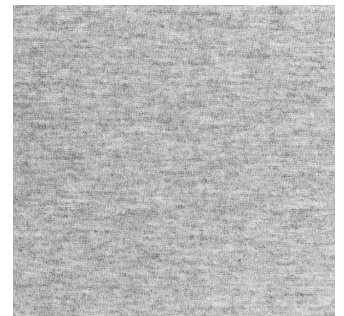
1. Denim



2. Ribbed Fabric



3. Thermal Sweater



4. Cotton

We chose these 4 neutral colours because we believe that they best suited our capsule wardrobe concept. A capsule wardrobe is having a few pieces of essential clothing items that never go out of fashion and can be re-used often. It can also be heightened with seasonal pieces that will be used all year round. These colours, all being neutral colours, go best with our concept because of how versatile they can be. Whether the textures are denim, (representing the navy blue), a basic white tee, or a pair of beige trousers, they all mesh very well together. We also chose these colours because of how they could all go well with prints and different textures according to whatever we choose. These colours represent the minimalism within our concept as it brings out a very simple vibe.

As we chose a grid print, as well as a faint striped print, we liked their significance to our concept. Once more, our concept is very minimalistic and the goal is to re-use certain prints a multiple of times, the grid print portrays a very minimal vibe due to the thin lines that fill the fabric. The faint stripes are also very minimal and make it easy to make pants or a simple button up with it. They both incorporate an effortless vibe if they are paired with something that will mute the outfit. Our colour palette is very significant to these patterns because even though they are more minimalist prints, they still need to be toned down in order to fit our concept of minimalism. Although there are some prints that are very radical, we think it is safe to say that when you think of minimalism you think of these prints because lines have a way of making everything look simple.

Before we chose these fabrics we really focused on what people look for in a simple outfit. We asked ourselves; what does minimalism feel like? And then we came up with this. Cotton fabrics, sweater fabrics, ribbed knit fabrics and lastly, denim. We thought that these 4 textures would create a comfortable yet minimalist style and that's what we loved most about it. As our concept is a capsule wardrobe we envisioned our photoshoot to be in a white room with a messy blow up mattress filled with clothes all over the bed with our model being barely clothed (only in boxers). Furthermore, these textures and pieces of clothing will be scattered all over the bed to enhance our minimalist vibe through our model.

PART 02
THE 3-PHOTO FASHION EDITORIAL

BEYOND THE EXCESS

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Close your eyes and imagine a world, a space and a mindset intentionally curated all by you. Take a second to ignore and completely disregard all things from your mind that society tells you to do. Exhale and subside the internal battle between excess and minimalism by focusing on a space entirely filled with value and happiness. A minimalistic state of mind is about knowing your need and thinking about what you want. It's about focusing on the necessity rather than the excess. It's about acknowledging the influence of your actions and behaviors in retrospect.



Photographer: Julia Ronca
Model: Andrew Di Prata
Stylist: Amanda Marchittello



Photographer: Julia Ronca
Model: Andrew Di Prata
Stylist: Christina Markessinis



Photographer: Marina Michetti
Model: Andrew Di Prata
Stylist: Amanda Marchittello

PROFESSIONALS

Photographer

The photographers we used for the photoshoot were Julia and Marina. They both have experience with photography and have a good eye for photo composition. Marina used a professional camera while Julia was using a Canon EOS Rebel G Film camera with a Fujifilm 400 Speed Film to take the shots. Using two different types of cameras allowed us to have more option but also have two different aesthetics. With the use of film, our photo was able to have a more vintage effect. We felt that it looks more artistic and will better attract our consumer. Amanda also took a few behind the scenes shots and videos, in order for us to document the photoshoot process. We wanted to have as much content possible in order to have many options when it was time to choose our top three photos. In the end we opted for the film photo resolution because it created the desired effect that we were looking for and truly captured the aesthetic of our editorial.

Graphic Designer

The graphic designer was Julia. She increased the hue of pink since film is typically more green toned. She also adjusted the size of the image to fix its resolution.

Stylists

The stylist for all three photos were Christina and Amanda. They not only styled the clothing but also style the way we set up the set. Due to the fact that our model did not have a complete outfit on and we paid close attention to how we would position the clothes on the bed. We made sure that the model was wearing muted colours, in this case black. This allows all the other items on the bed to stand out more. Our concept is about very subtle colours and more earthy tones and we wanted them to be visible in the image. We styled the model surroundings rather than styling the model because of concept is about move away from overconsumption and we wanted to capture that from the pile of clothes on the bed (Not only in the clothing, but in the way we set up the location).

Model

The model was Andrew Di Prata. He is part of Maven Agency, therefore has experience in modelling. We thought he was the perfect fit for our photoshoot because of his artistic look with his tattoos and not overly muscular body type. He was very comfortable in front of the camera, and knew what poses would represent the greater meaning behind our trend. His facial expression and his mannerisms really depicted the message we are portraying.

COMPOSITION OF THE PHOTOSHOOT

Clothes

The clothes we used were neutral colours and textures. Every piece of clothing used falls under minimalistic fashion, however the fact that they are thrown on the bed gives us a maximalist effect. The use of clothing piled on the bed is a representation of overconsumption and clutter. Due to the fact that the clothes are neutral colours it allows the clutter to look minimalistic in some way. This reflects the idea that, although you may have minimalistic pieces in your closet does not mean that you are not over-consuming. Perhaps the fact that the clothes are more minimalistic and subtle, this may be the reason why you are over-consuming because you aren't realizing how much you actually have. The model taking off his shirt represents that he is ready move away from over-consumption. This shows the contrast between over-consumption and minimalism.

Accessories & Props

For props and accessories we used a mattress, white sheets and clothing piled on the bed. The single mattress in a big space represents a minimalist aesthetic as well as make the space look like more of a bedroom. The white sheets symbolises a clean space, however the close reflects how the overconsumption is destroying that space.

Location

We shot the photoshoot at Chateau Saint Ambroise. The location was a rustic looking loft with high unfinished ceiling, white walls, big windows and rustic wood floors. Initially we wanted to just shoot against however, the brick wall allowed us to still have a minimalistic look but with a little more texture and dimension. The big windows allowed us to have natural light which gave us the natural effect we wanted.

Aesthetic direction

We chose to set the tone of our photoshoot by representing the contrast between extreme minimalism and overconsumption. We made sure to keep the overall aesthetic noticeably minimalist and in the same theme of our consumer profile, that being artistic grunge, vintage and simple. This was done through the choice of location, look of our model, choice of clothing and choice of props that we positioned and styles to represent this trend.

INDIVIDUAL PART

By : Marina Michetti

While overlooking my 3 semester projects and the trends that continue to be relevant in our world today, there are not one but many similarities that tie them all together. In my first project, I spoke about how retail is dying in the sense that certain brands are lacking devotion and inspiration and so it is harming their brand entirely. In our society today, everything needs to be maintained and up kept and therefore if it is not, it will just vaish. I used Sears as an example in my first project because this was a big box store that had a very wide range of products and did well for 15 years until it became irrelevant because there was no more inspiration for the brand. I think this very vividly ties into what I mentioned in my second project as I spoke about banning exotic skins. Our world is realizing the harm that using real animal skins to make bags and clothing is doing as well as were losing wildlife because of this. This goes the same for retail dying because of its irrelevance. Consumers do not think it's necessary to use real animal skins anymore because of the harm it's doing on the world just like keeping stores that no longer have meaning to consumers is killing useful production.

Thirdly, I spoke about gender stereotypes after reading a few different articles and how women are always seen one way, and men are seen the opposite way. It's almost like each gender is viewed to "stay in their lane" and as if they cannot crossover to men doing the dishes, and the women having a 9-5 job everyday. The thing about our society today is that it's very judgemental and isn't focused on everyone's happiness instead. This connects to my first two projects because if the world does not start to change sooner than later, we're all going to be in trouble and not only for our environment but for our own well being.

Fashion relates to these three topics because it is so important to be more open about what people can wear and how people should simply feel when they wear clothes. Individuals should be entitled to wear whatever they desire and whatever makes them feel good with no judgements.

I believe that fashion is slowly adapting to these changes such as having more ecommerce stores instead of brick and mortar stores that are replacing retail, people are being more conscious and aware of the environment that we live in such as by going vegan, using non-animal harm beauty products and simply by not purchasing animal skins as a form of fashion. Lastly more genderless clothes are being made and so more women are walking in men's clothing stores and vice-versa. It is extremely nice to see that our society is starting to be more conscious of everyone's well being but of course, there are still a lot of improvements to be made.

By: Julia Ronca

After reflecting on all our semester projects and the discussions that have been held as a class and as a team, there are many ideas that connect to the trends we chose to highlight in our editorial. In my individual project, I brought up the trend of minimalism and the importance of value associated to the things we own. I truly believe that the article on Marie Kondo that I covered, very clearly expresses this search for minimalism that many of us are trying to find within us. We are the generation that searches for meaning through experience and items that will hold a deeper place in our mind. Whether that be through minimalism and conscious practices, or acknowledging values that are becoming more important such as women empowerment and gender inclusivity. In another one of my individual projects, I discussed the changes in the MOMA museum. The changes being made are to create a museum that encourages more modern, meaningful and inclusive values. Similarly, these values that are recognized by the museum to be important in our modern day, were also values that all recurred in my past projects, as well in our trend of minimalism that we decided to explore for this editorial.

In my second individual project I discussed the impact of influencers and celebrities on our shopping habits. This is an example of this conflicting world that we live in that tells us on one end to shop less and then on the other to buy. The trend of minimalism that we explored goes way beyond the surface of having very little items. It is a complete way of life, and a shift in mindset that values a more conscious and meaningful approach to life despite the over consuming habits that advertisements, social media, and influencers are throwing at you. The ability to start making more conscious choices, and acknowledging the impact of fashion is one step into the right direction.

Since fashion is the leading pollutant of our environment and often times encourages very unethical labour practices, it has consequently led our generation to become more aware of its impact. With that being said, choosing a more minimalistic and conscious lifestyle, is greatly related to fashion since it is one of the things many of us invest in most frequently. The movements and efforts made to encourage a more ethical, sustainable and minimalistic practice of fashion have not only been necessary, but revolutionary. I believe that this change in the way society perceives fashion has been one of the very awaited movements for many years now. It stands as a value that represents a change in mindset that goes beyond the fashion industry. There has been an overwhelming number of companies that have encouraged this awareness by creating garments from recycled materials and being transparent about their ecological footprint, which are all very positive reflections of change in our society.

By: Christina Markessinis:

Although my project one part four did not necessarily focus on over-consumption, I still focused on the shift of the fashion industry through artificial intelligence and technology. Fashion is constantly evolving due to various factors whether it's the economy, politics, environment, social-cultural and technology. As consumers we are more aware of our surroundings and more willing to speak up for change. This photoshoot did not only allow me to be creative and transmit a message through a photo, however I also looked at it in a personal manner.

Presently, social media plays a big role in our everyday life. In some way it is the reason why most of us over-consume. If we see are constantly seeing an item on instagram, at some point we will probably want to own that item ourselves. If we are following on average 1000 people on social media, imagine how many things our brain sees unconsciously every single day. We are buying things we don't necessarily need or want, however because we saw it on instagram we think it is what we want. Moreover, if we are constantly following the latest trends, and purchasing pieces that are apart of those trends, eventually we will have abundance amount of stuff.

In terms of how technology relates to overconsumption, if more people are rejecting over consumption, technology will have to adjust to that. This could even mean, creating more apps to promote a minimalist lifestyle and help people achieve it. As Julia mentioned in her project, Marie Kondo's concept of minimalist and decluttering made people more aware of how much they actually own. The process of piling all your clothing on your bed makes you realize how much you've been over consuming this entire time. More and more people are moving away from over-consumption and want to live a more minimalist lifestyle. For some that means decluttering your room, which then allows you to a clearer space and clearer mind. If the majority of people value a minimalist lifestyle, at a certain point technology will have to evolve with it in order to give people what they want.

In terms of fashion, the fashion industry will have to adapt. More and more brands will have to promote capsule wardrobes and have to create clothing that is simple and key to a person's clothing collection. Although I don't believe trends will die, I think that being simple and the concept of less being more will be considered more of a trend than anything else.

In conclusion, some shifts are more than important than others when they have a positive effect on more than one factor. Moving away from over-consumption not only affects fashion but affects the economy and the environment. It affects the economy cause people will purchase less items and perhaps have more money to spend on experiences rather than items. In terms of environment, a more minimalist lifestyle means less waste.

By: Amanda Marchitello

After overlooking all my semester projects my first 3 topics do not entirely connect to the trend of minimalism however, I spoke about if influencers are ruining fashion and I drew conclusions that tie in very closely to minimalism. I came up with the conclusion that influencers are ruining the value of fashion, and minimalism ties into this very closely because being a minimalist does not necessarily mean that you must deprive yourself from everything but to surround your space, and mind with things that bring you happiness and can draw meaning from. Influencers are constantly accepting these brand deals and promoting things to society that don't even mean anything. Therefore, I came to the conclusion at the end of this report that we must bring back our values and appreciation for the things that truly do matter.

My overall conclusion ties very closely with the trend of minimalism as I drew my conclusion to believing that fashion is only getting bigger and better. The reason for my belief of this was also influenced by the discussions held in class. I got the feeling that throughout everyone's topic of discussion we were constantly throwing around the word meaning as I feel it is because people are tired of all the saturated content that is thrown at us daily, the world is looking for something more meaningful and real. After I made this conclusion it helped bring together our trend of minimalism and the purpose of it.

This semester project has made me entirely more knowledgeable about the damage the fashion industry does, but has also shown me all the amazing things that can be created within the industry. It has definitely made me more aware and conscious of my purchasing decisions. As well as even taking into consideration our trend of minimalism, that less is more and should spend our money on things that bring value and not because some influencer looks good in it. With fashion being the second most polluting industry in the world, it is a great influence to the environment, and this project has taught me every depth to it as I didn't even know this fact before. Taking care of our environment has been a conversation very active in today's society that fashion brands are now creating sustainable collections to better the fashion industry's footprint. The industry is definitely on the right path for changing its ways. Which why our trend of minimalism is so important at the this place and time in the world, because humans are not only looking for raw and valuable things to draw from but as well as to take care of our environment to safely pass it on to the generations to come. It is also important to note that minimalism does not mean to deprive yourself from everything but to intentionally fill your space, mind, and life with things you love. Fashion is definitely changing as society is becoming more and more knowledgeable and society will just have to adapt if we want to live in a cleaner and better environment.

By: Antoine Nikolaidis

After restudying my previous projects and the multiple conversations we've had within classmates and the entire group, I have not really focused on minimalism much. Other than the trend of consignment store being the new "wave" which may tie in within minimalism as well as over consumption in certain aspects. Now with the multiple ways of shopping whether it is shopping at a retail store to shopping online, thrift shopping or even the new "consignment wave" shopping. This may revolve around the over consumption of fashion within the multiple shopping manners and experiences the industry has to offer. Whether it is minimalism or out of the ordinary. Exploring this trend of minimalism made me really focus more on being more open minded and open my creative mind to this amazing experience of creating such editorial with an importance to the thought process behind all of it. I also spoke about the marketing behind some sporting event such as the SuperBowl and how much over consumption is highly advantageous to local companies.

After the re-evaluating my projects I've also come to the conclusion that fashion is in a never ending growth process and will simply on keep growing throughout the years. Within our generation and this specific time of life, we are surrounded my social media and constant trends, news and much more. This blinds many of us and many consumers that of course consume fashion products as for needs and norms of life. As lots of us know though, fashion being statistically proven, second highest polluting industry in the world after oil. Taking a step back away from over consumption and being more aware of the damage we are making will of course change many aspects of the world but will make people more aware of the worth of money and save money for more important and better environmental purchases. Switching over a more minimalistic fashion movement/trend makes consumers much more aware and the environment and make our planet healthier within simple recycling of clothing and the stop of over consumption.

This project has truly made me open my thought process, my creative mind as well as being much more aware of the over consumption in this industry. Having realized that many fashion companies have also come to the realization of the enormous amount of pollution created amongst the industry, slowly but surely trying to make it greener. Minimalism is surely a step forward, shopping less but shopping smarter and not only because it is Super Bowl season and you need to buy yourself a new football jersey to show the world your support for a sport team and actually be more conscious for how, who and what buying these products do to people and our planet.

REFERENCES

Images:

Pantone- [Oak buff](#)

Pantone - [White](#)

Pantone - [296 C](#)

Pantone - [Cool grey](#)

[Faint Stripes](#)

[Grid print](#)

[Denim](#)

[Ribbed Knit Fabric](#)

[Thermal Sweater](#)

[Cotton Fabric](#)