TBO fashion photography

Omar Zarea

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Fashion Photography TBO

For a very long time, people within the society have used fashion and clothing as a form of non-verbal communication. These body adornments have been in use to indicate sexual orientation and availability, gender, rank, occupation, wealth, class in the society and group affiliation. It is quite easy to identify a person through the clothes he/she wears. Besides, many professions require employees to wear specific dress codes. Fashion is a form of speech that not only embraces the mode of wearing clothes, but also the accessories that complements the form of dressing. Through the code of dressing preferred by an individual, it is easier to identify their societal situations. However, one can use fashion to foster unity and improve peaceful coexistence within institutions.

**Aspects of Fashion**

Fashion is an outward means that one can use to communicate their expressions to the world. As time passes by, trends in fashion practice keep on changing. Fashion and style evolves with time, and it exists in people of all ages. The manner in which people behave and dress changes over time, and has changed history in various places. Fashion is an important aspect, since displays one’s expression and can foster peace.

The types of clothing vary from a person to another, depending on the demands of the society. It is common to encounter people from different cultural orientations dressing in different ways. Besides, it is common for people to discriminate against certain dressing, due to poor cultural diversification. For instance, the African culture scorns women who wear tight pants, with the notion that they display a sense of disrespect. Contrariwise, women in the Western culture wear tight pants normally because of work commitments and when training in physical activities. Since most of the African populations are not used to such development, they may discriminate and hold a person in poor disregard because of such dressing. This way, communities loose the cohesiveness needed for success.

Additionally, in social amenities like schools and religious places, students and devout followers may face resistance because of dressing. To correct these wrong perspectives, one can use fashion to unite people through impacting better understanding of the related aspects. For instance, one can use an array of methods to educate the population on the need to embrace various cultural practices. Besides, exposure to various dressing codes ensures that reserved individuals are endowed with appropriate knowledge about various dressing codes. This way, people learn to accommodate others regardless of their taste for fashion.

**Fashion Photography for The Best Outfit (TBO)**

In the light of difficulties in accommodating people of different dressing codes, The Best Outfit (TBO) aims at publishing a magazine that uniting college through their various dressing codes in Marymount. The learning institution has students from various backgrounds, and therefore they display a variety of dress codes. Such cultural disparities may bring divisions in the institution, interrupting the smooth learning process.

**Age**

The target population will be students in the learning institution of Marymount, who are from different cultural backgrounds. Besides, the students are aged between 19-24 years.

**Gender**

The project would focus on students from all sexes, since it aims at engaging the whole learning institution.

**Experts’ Opinion**

Fashion experts elaborate that fashion has the power to change minds. They explain that engaging people from diverse cultures through fashion and dressing increases levels of interactions. Specifically, in a learning institution, fashion would act as a uniting factor amongst students from diverse religions.

**Evidence**

Neal (2014) states that fashion and dressing highlights a culture’s powers and orientation. Specifically, the author highlights on the history of the t-shirt as a common identification amongst the Americans. Wearing t-shirts identifies with most Americans, since they wear the cloth in almost all places. Many scholars recognize the importance of fashion, and have researched extensively about other cloths. However, studies about the t-shirt are scant-shirts are easier to wear and take less time to wash. Besides, they are the most flexible outfit one can acquire, since it is easier and cheaper for one to inscribe graphics and drawings of his/her own choice. Additionally, the advent of technology and computers makes works easier for designers, since one can scan and print images of preferred choice. Such customization of the outfit gives one the power to decide on their dress code.

Neal (2014) elaborates that one can inscribe religious messages on the t-shirts to promote a certain tradition. It is therefore easier and applicable to use this outfit as a way of promoting peace and unity amongst students. Specifically, in the Marymount learning institution, one can take pictures of t-shirts inscribed with words and pictures from all religions. This way, student from all religions in the school would feel free to engage with TBO and even buy the merchandise. Through such interactions, a peaceful coexistence is created.

Additionally, Lennon et al. (2014) posit that many people in recent times have undervalued the essence of fashion across the continent. However, the researchers explain that people are slowly investing more time, energy and resources to research more about outfits and their importance. It is common to encounter a large number of scholarly books about fashion and designs that appeal to people, while bringing them together. Lennon et al. (2014) explain that fashion s fractured and fragmented in a way that it contains a lot of details for one to forecast. One major aspect about fashion is the ability to unite people. According to the scholars, fashion is a modern practice associated with consumerism, capitalism and civilization. Specifically, civilization entails embracing of all cultures irrespective of dress codes. By learning to appreciate each other’s dressing, one gets the opportunity to socialize and mingle with persons of newer cultural orientations. Such diversifications benefit a person cognitively and socially.

**Education**

Fashion is one of the fundamental cultures that bring students together in campus. Although each group follows a different trend, the process of maintaining fashion unites the student community. Fashion not only denotes style, but also hair and dressing codes. Campus students are often keen in following new trends. Once a certain fashion trend is introduced in the market, students quickly follow the style. Students often feel a sense of belonging by following a similar design. Many students obtain information on fashion from social media at Marymount.

**Media**

Subsequently, college student comprise of the highest population on social media platforms like, WhatsApp, Facebook, Snapchat, Twitter, and Instagram. Before the advent of social media, designers shared fashion information on magazines. However, with the efficiency in communication technology, students find it boring and backward wearing a similar item frequently. Today, students want to display their brands through social media. The social media mentality that once an outfit is worn and photographed it can never be won again. However, students obtain knowledge on mix and matching from fashion cops online. Resultantly, no one may note that one repeated an outfit. Nonetheless, fashion retailers have noted the fashion behavior among campus students and ensure that their stores provide new looks for the students. Social media also promotes social proofing, as students gauge their looks by the number of like and comments from friends. The person or group with the highest followers is often regarded as fashion forward, and more students are likely to follow their trend.

**Cultural Background**

Students at Marymount hail from varying cultural backgrounds. Thereby, this means that students have their opinion on fashion with regards to their culture. Students from a reserved culture are likely to provide little information on fashion and the opposite is true. Therefore, cultural background informs how the students’ fraternity thinks about fashion and their opinion on appropriate dress code in school.

**Access**

To obtain information from students, there is a need to obtain informed consent from both the institution and the students. Besides, they should be informed on the significance of the project to the student community. The participants for the fashion magazine will be sampled according to the year of study and preferable fashion trend.

**Personal Opinion about the Topic**

Students spend precious time every morning in trying to dress to impress their peers. For this reason, fashion remains one of the key note behaviors that students use to develop relationships at school. For this reason, the fashion magazine not only appreciates the effort of looking stylish, but also to shape behavior in a manner that supports unity.

**Difficulties**

Time is one of the constraints that one can face when developing the project. Time is a critical factor in creating an attractive magazine. Besides, unwillingness from participants to contribute to the development of the magazine poses a new challenge, as they may not be willing to be photographed.

References

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