

## **Creative Fashion Styling of Occasional Gowns**

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### **ABSTRACT**

In today's modern world, outer appearance plays a major role in lifting your spirit, boosting your confidence and other's perception of you. A stylist works on the entire look, including jewellery, makeup, hairstyle, accessories. The researcher through this research has styled multi-convertible gowns giving different looks. There were 4 convertible gown sets, and each gown set had 3 different looks- a wedding gown, evening gown and saree gown. The researcher styled the 4 gown sets each having 3 different looks according to the occasion. A survey was also conducted where 4 expert fashion designers *i.e.* Ms. Payal Singhal, Ms. Archana Kochhar, Mr. A.D. Singh and Ms. Afza Mir participated. The designers gave their opinions of styling that are in trend for each look with respect to hairstyle, accessories and jewellery, makeup etc. Bun with a puff, heavy on the eyes and light and fresh effect with a clutch and long earrings was the common answer that designers suggested for styling of wedding gowns. Hair open or side swept, or a bun, highlight on eyes with kohl, with artificial jewellery either a neckpiece, cuff, choker and earrings were suggested for an evening gown look and saree gown look. The researcher then styled the 4 gown sets keeping in mind the suggestions. Makeup and hair were kept constant for all the 3 looks, the accessories were changed according to the occasion: wedding or evening party. A survey was later conducted to evaluate the styling done. Majority of the respondents preferred the styling of Gown set 4. The styling of the occasional gowns was appreciated a lot and the respondents would prefer to have a personal stylist to dress them according to the occasion. Hence, we can conclude that fashion styling requires a whole lot of tasks including patience eyes for details, the ability to create new looks and knowledge of trends.

**Key Words :** Styling, Image consultant, Occasional Gowns, Hair, Makeup, Accessories

### **INTRODUCTION**

#### **What is styling?:**

Taste is not autonomous, through fashion magazines and blogs we are offered guidance, shown how to select from the vast array of available products in order to consume in such a way that we feel reinforced as individuals. A stylist basically works on a photoshoot chooses clothing and accessories and the basic/ general 'look' of the model for the shoot. Stylists work closely with fashion designers in the production of fashion catwalk, in films, advertisements or photo-shoots'. A wardrobe stylist also known as a fashion stylist is the job title of someone who selects the clothing for published

editorial features, print or television advertising campaigns, music videos, concert performances and any public appearances made by celebrities, models or other public figures. Stylists are often part of a larger creative team assembled by the client, collaborating with the fashion designer, photographer or director, hair stylist and makeup artist to put together a particular look or theme for the specific project. Hence, a stylist works on the entire look, including jewellery, makeup, hairstyle, accessories. A wardrobe stylist can also be referred to as a fashion stylist, fashion editor, or celebrity stylist. Stylists may also provide services such as personal shopping, restructure a client's entire wardrobe, reorganizing a client's closet, or other duties relating to the client's personal lifestyle. A wardrobe

stylist is distinct from a costume designer, the person who dresses the fictional characters in film, television or theatre. A stylist could be expected to: Plan the initial concept or narrative and provide storyboards or mood boards to communicate the concept to the team of professionals working on the shoot - Source locations - Cast models - Source and collect all clothing and accessories - Supervise set design and the making, or customisation of, clothing and accessories - Work alongside the photographer on set, directing the shoot - Direct make-up and hair design - In certain circumstances, work alongside a re-toucher during the post-production process.

### **Fashion stylists can work in the following areas:**

*Personal styling:* Personal styling involves selecting clothes for a client. One area of styling which is growing in popularity as a career choice is Personal Styling. There is a rising demand from busy men and women who need help in looking great and don't have time to trawl the shops. It's not just the celebrities and red carpet stars that use personal stylists, but anyone can hire a personal stylist.

*Editorial styling:* involves conceptualizing and organizing the photo shoots for the pages in fashion magazines and other media publications. This may also involve selecting items to appear in fashion product pages for magazines and writing articles on personal style, fashion trends etc.

*Video/Commercial styling:* involves styling models or actors/actresses for advertising commercials, film clips, industrial and educational videos. This could involve anything from selecting the wardrobe items to coordinating the shoot - selecting the location, models, makeup artists and even the photographer.

*Television styling:* involves style actors, talent shows, live broadcasts, news and current affairs, sitcoms, soap operas, dramas, styling show hosts and visiting talent.

*Show styling:* involves organizing events and fashion parades. This could involve public speaking/comparing, working backstage at fashion parades, selecting models, organizing the running order, selecting garments and/or accessories, selecting the venue, developing the event concept, dealing with the media, photographers and PR companies.

*Live performance:* involves styling musicians and other performers for concerts, special events.

*Celebrity styling:* styling celebrities for events. A

stylist works with his or her clients in many situations and capacities, from red carpet events and commercial shoots to shopping and salon trips and holds many roles, such as fashion consultant, personal shopper and psychologist.

*Corporate styling:* involves advising companies on their corporate uniforms, providing talks/seminars to staff about personal appearance, in-house magazine publications and more.

*Runway styling:* involves styling for fashion parades

*Catalogue styling:* involves working with designers or businesses in developing promotional materials such as product catalogues. Catalogue Styling involves Merchandise Styling as listed below.

*Retail fashion styling:* involves styling retail customers in-store. Mostly happens in boutiques.

*Photo styling :* involves styling any photo shoot and includes editorial styling, commercial styling and catalogue styling (<http://www.allaboutstyling.net/what-does-a-fashion-stylist-do.php>).

*Merchandise styling:* involves creating displays of products in retail stores or for photo shoots.

*Aim:* To style 3 in 1 multi-convertible gowns: wedding gowns, evening party gowns and saree gowns.

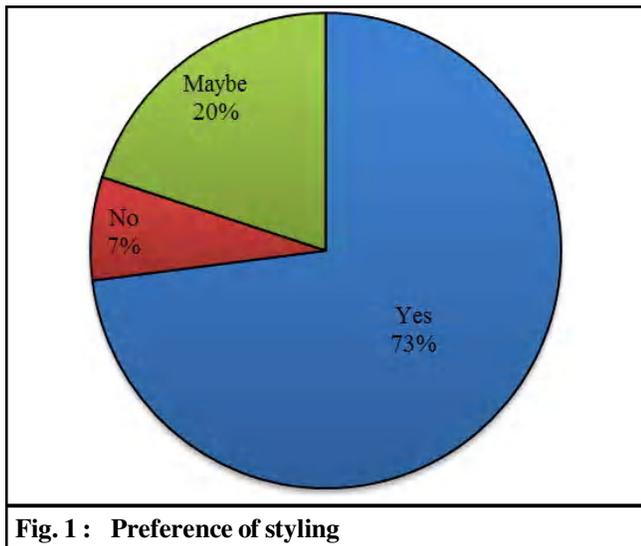
## **METHODOLOGY**

The researcher identified and studied the current and future trends for styling of gowns which included the study from various sources including newspapers, magazines, internet etc. and the study of International and National Designers. The stylist made use of materials and gowns for the selection of the looks, chose the location, casted the model with appropriate physical attributes (again requiring an awareness of what look is appropriate to the 'style' of image being created), styled the hairstyle, makeup and accessories that contributed to the construction and composition of the scene of the occasion. Survey 1 was conducted where 50 Christian women participated. The focus was to gain the preferences of personal styling for wedding gowns and occasional gowns. Each gown had 3 looks that consists of a bridal gown, evening party gown and saree gown. There were 4 gowns of each of the following categories: Bouffant style gown + A-Line style, Ball style gown + Sheath style, Trumpet style gown + A-Line style and Mermaid style gown + Sheath style. In an attempt to further define the creative process of the stylist, the researcher had commissioned 4 practicing fashion

designers/stylists *i.e.* Ms. Payal Singhal, Ms. Archana Kochhar, Mr. A.D. Singh and Ms. Afza Mir to document their working routine and styling ideas based on the given gowns. The designers were each given the same, reasonably open-ended questions. This focussed on the styling options for the wedding gown, party gown and saree gown with respect to hairstyle, accessories and jewellery, make up etc. Survey 3 was conducted where 50 unmarried Christian women and 100 Fashion design students participated. This focussed on the evaluation and ratings of the styling of the 4 developed gown sets.

## RESULTS AND DISCUSSION

The focus of the researcher was in consideration of the inherently commercial nature of professional styling to consider how the stylist functions without being driven by the demands and constraints of a commercial working environment. It has been observed that the increase in demand for fashion stylists have been born because of an accelerated shift towards a consumption driven society. A survey on 50 unmarried women was carried out. As seen in Fig. 1, Majority, 73% of them said that they would want their designer to suggest styling options to them with regards to accessories, hairstyle, makeup etc. since it would be much easier for them for their wedding or any occasion.



An interview questionnaire was carried out on 4 expert Fashion designers *i.e.* Ms. Payal Singhal, Ms. Archana Kochhar, Mr. A.D. Singh and Ms. Afza Mir to suggest the styling for wedding gowns and evening party

gowns. The responses obtained were as follows:

### Styling of the 3 in 1 multi-convertible gowns:

The designers were asked styling options for short and long hair, makeup, jewellery and accessories; which are as follows:

The designers suggested the following styling for the following:

#### Wedding gowns:

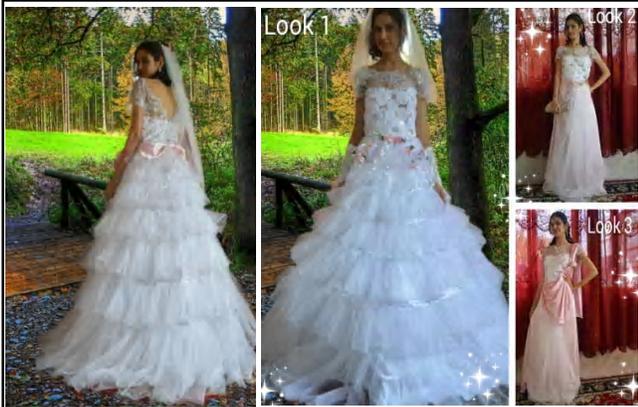
- Hair up with long chandelier earrings and chic make up with laser jaw line.
- Bun with a puff, heavy on the eyes and light and fresh effect with a clutch and long earrings.
- Plait or bun with a subtle base, bronzer and red lips to highlight along with one heavy neckpiece, diamonds.
- Curls with a bun, earrings and headgear.

#### Evening gowns:

- Curls with smoky eyes and bronze effect, long earrings, bracelet and a clutch.
- Hair open or side swept, or a bun, highlight on eyes with kohl, everything else to be toned down with artificial jewellery either a neckpiece, cuff, choker and earrings.
- Long tongs or straight hair with bright lipstick and a clutch.
- Hair up with long chandelier earrings and chic make up.
- Bun with curls or braid, nude make up with smoky effect, red or orange lipstick with a clutch, earrings and rings.
- Bun or twist in the front rest hair left open, soft curls, left open or side bun with subtle make up, underplayed and light base with blush and gloss along with simple and understated jewellery.
- Sleek straight hair, smoky eyes and bronze effect with long earrings and clutch.

After the development of the 4 multi-convertible wedding gowns, a survey was conducted on 100 Fashion Design students in various institutes in Mumbai including College of Home Science Nirmala Niketan, Sophia Polytechnic- Shree B.K. Somani, B.D. Somani Institute of Art and Fashion technology and I.I.T.C Institute of Fashion Designing to rate the gown sets on the styling aspect.

The styling for the multi-convertible gown sets were done as follows:



**Fig. 2 : Gown Set 1: Bouffant style gown + A-line gown + Saree gown**



**Fig. 3 : Gown Set 2: Ball style gown + Sheath gown + Saree gown**



**Fig. 4 : Gown Set 3: Trumpet style gown + Sheath gown + Saree gown**



**Fig. 5 : Gown Set 4: Mermaid style gown + Sheath gown + Saree gown**

**Hair:**

Hair was tied in a side bun with a puff and loose curls hanging from sides.

**Makeup:**

Makeup was done with lightening effect, pink lips with lots of gloss and rosy cheeks with lots of kohl and mascara.

**Accessories/Jewellery:**

For the bridal look, a veil, tiara and mittens were used with high heels, choker necklace and long diamond earrings. For the other look, the veil and mittens were removed and a round clutch was added with a classy diamond bracelet.

The hairstyle, make-up and accessories were changed according to the occasion: wedding or evening party. The styling was appreciated a lot by the respondents. Majority of the respondents considered the styling of Gown set 4 as the best as compared to the others.

**Conclusion:**

The stylist is responsible for creating “style.” The stylist holds a position that, in terms of creative process, has some crossover with the processes of the fashion designer and artist. However, the role of stylist is also a unique position in its own right, with influence and critical engagement. The styling of the occasional gowns done by the researcher was appreciated a lot and the respondents would prefer to have a personal stylist or an image consultant to dress them according to the occasion. Makeup, hair, accessories and jewellery play a very

important role to boost the overall look of the outfit and look confident. Dress for the occasion is a popular saying which defines the meaning of styling. One could argue that the stylist’s knowledge of materials and styles needs to be even more developed than that of the designer because they also need to consider both fashion clothing and fashion representation. A stylist is involved into deciding or quoting an individual style, then selecting from an extensive knowledge of fashion design history and clothing history. The stylist hence identifies clothing details, fabric types, body and garment shapes and styles but is equally expected to recognise, and often asked to recreate, styles apparent not only in the work of photographers or for fashion editorial and advertising but also for other genres.

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