

Portfolio

Lucy White

As a final year BA (Hons) Fashion Communication and Promotion student at Nottingham Trent University, my passion lies in the visual arts. I thrive on the creative process of manipulating and editing photographs to craft unique and captivating images. My work is characterised by bold and vibrant narratives that aim to captivate and challenge the viewer, encouraging them to pause and reconsider. I excel in storytelling and creative direction, utilizing elements such as colour, texture, form, and imagery to evoke emotive responses.

My fashion communication and promotion journey has been highlighted by the Responding to the Visual World module, where I found immense creative freedom. This module allowed me to push the boundaries of conventional fruit photography, leading to an exploration of the female reproductive system through my lens. It is within this realm of autonomy that I produce some of my most compelling work.

Looking ahead, I aspire to continue merging storytelling and creative direction with maximalist brands, seeking opportunities to push artistic boundaries and spark meaningful conversations through my visual narratives.



Contents

- First Project Title
- Second Project Title
- Third Project Title

Project research

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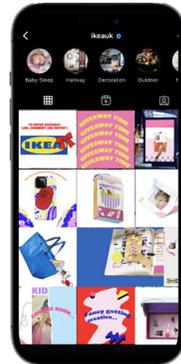
Project strategy, idea and creative concept development

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SECONDARY SOCIAL MEDIA CAMPAIGN



Project outcome and results

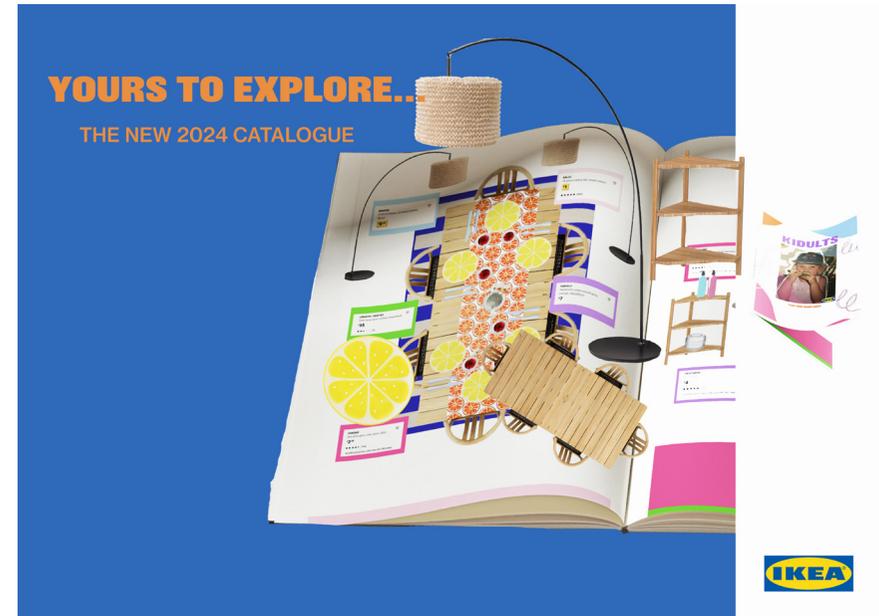
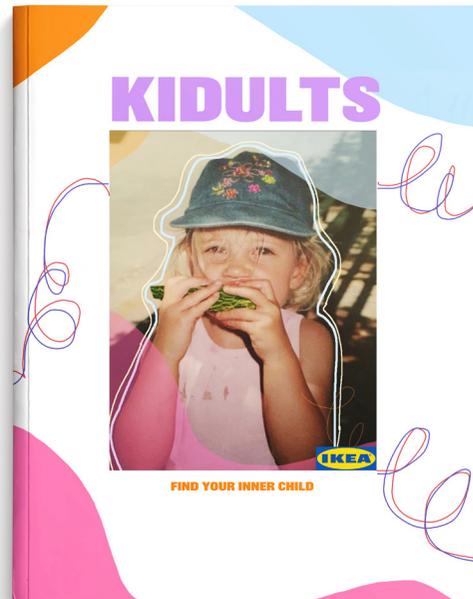
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PRIMARY ZINE



TERTIARY SUBSCRIPTION BOX



Title of the first project goes here

Project Aim / objective / brief

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Project approach

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Project result

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Project learning / reflection / skills

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Project research

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LUCY WHITE



Fig 1

PROJECT SUMMARY

This project focuses on the identity and evolution of the humble, functional and ultimately “funky” dungaree. I chose this as my fashion obsession because I love how versatile dungaree can be, I also find them easy to style and I like the way they make me feel when I wear them.

Throughout my research I’ve asked women how they view this fashion staple and learned that whilst they can respect them on other people, not many of them own a pair themselves. My research showed that people still hold old fashioned connotations of dungarees, seeing them as an item of clothing which is practical rather than flattering and fashionable.

Utilitarian in design, the dungaree was made glamorous by iconic Land Girls of WW2 and why research demonstrates that they are still held in high regard- as comfortable, hard wearing and fun. In regard to the “Trickle up effect” (Blumberg 1974) dungarees are a demonstration of something which was initially worn by a lower class and then began to become trendy during 1960-70s.

Looking at my research as a whole, I found a clear insights regarding the history of dungarees and how over time they have become increasingly popular.

INFOGRAPHIC



Fig 2

Inspired by the Theory of Evolution (Charles Darwin 1859)



Fig 3

EXHIBITION VISIT

The exhibition at the V&A in London was a vibrant and colourful celebration of the vivid imagery of the Korean Wave. Pieces such as “squid guard” consumes and reference to “Gangman style” show that culture and art are here to stay.

Fashion sits alongside fine art and it’s an explosive reminder that ancient and modern can sit with each other comfortably.

Furthermore, the African exhibit spanned nearly a century of iconic images from this rich and varied continent. Textiles, photographs and art leapt out with a strong sustainable message that can’t be ignored.



Fig 4



Fig 5

KEY QUOTES

“Love dungarees for many (deep) reasons... but mainly because they are practical”. (Hiscox, 2021)

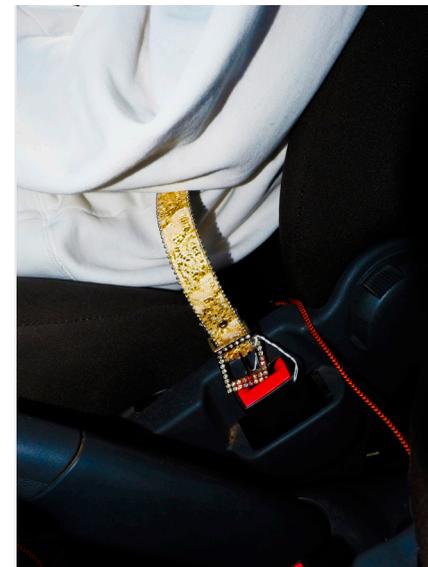
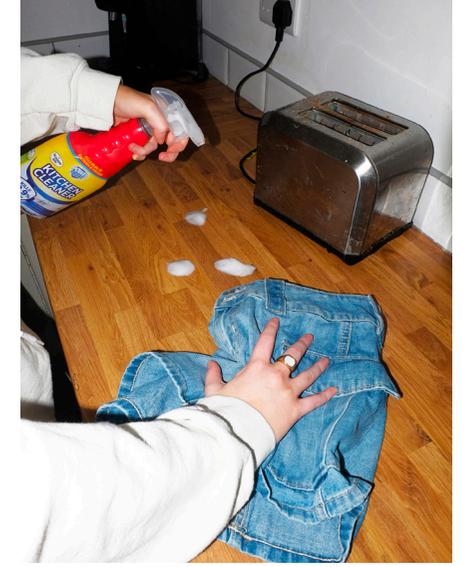
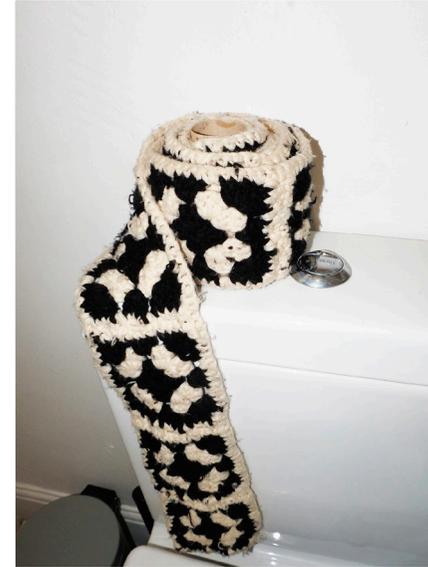
“Style of the future is the convergence of function and fashion” (Bonata, 2008)

“dungarees – a trend that has gone from something judged to be the latest in catwalk craziness to an off-duty style staple in a few short years.”(Cochrane, 2015)

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Project outcome and results

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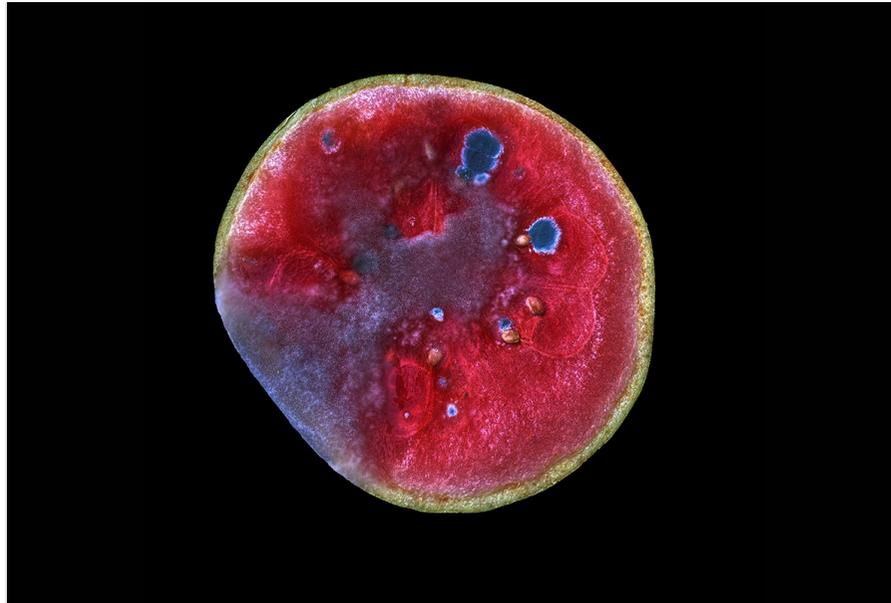
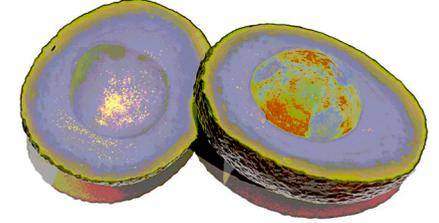
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Project research

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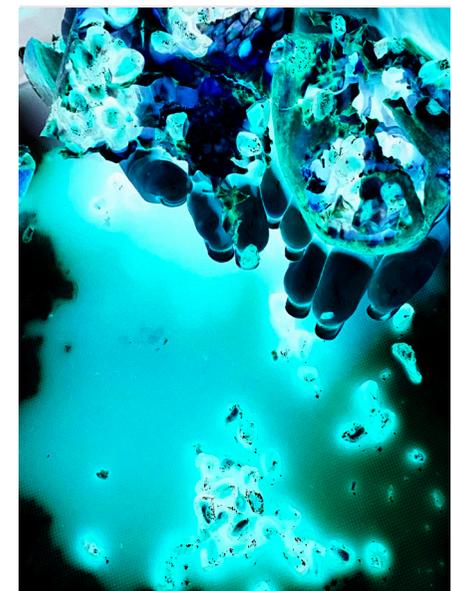
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