

Styling a Look

WITH AURIE INDIANNA



About Aurie

Melbourne-based stylist Aurie Indianna works with musicians and artists to create 'looks' for music videos and photoshoots. She likes to look outside of the fashion world for her inspiration to things such as art and architecture. She recently styled Baker Boy's video for his hit song, *Meditjin*, which was filmed at the National Gallery of Victoria. Aurie was inspired by the Salon Room's display of gold frames and deep red walls. These helped inform the mood board for her clothing choices.

What is style?

A fashion stylist is responsible for coordinating outfits that help represent an individual or brand. In the fashion industry, the term style refers to a person's individual way of expressing themselves. Stylists work for clients such as individuals, exclusive fashion houses, or global clothing brands. They work on various projects across platforms including advertising campaigns, television and film productions, social media content and magazine features.

What is a brief?

At the beginning of a project, a stylist receives a 'brief' which details the client's vision or an outline of what they want their image to communicate. From the brief, the stylist conducts extensive research to develop a look or a series of looks. Clothing, accessories, jewellery, hairstyles and make-up are some of the many elements that make up a 'look'.

I FOCUS ON WHY I AM CREATING A LOOK. WHAT AM I TRYING TO SAY BY STYLING A LOOK A CERTAIN WAY? I LOVE LAYERING AND PLAYING WITH PROPORTIONS, SO I ALWAYS LOOK FOR EXAGGERATED SHAPES AND FORMS.

I ALSO CONSIDER MOVEMENT – HOW THE GARMENTS COME TO LIFE ON THE BODY. I LIKE TO LOOK AT THE SPACE IN WHICH WE'RE GOING TO BE SHOOTING, THE MODEL OR PERSON I'M DRESSING, THE BRAND AND THEIR STORY. ALL OF THESE THINGS MAKE UP THE BRIEF FOR ME.

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Styling doesn't happen by accident! Everything is planned!

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A 'mood board' is a way to communicate ideas using images and text. Respond to the brief below by creating a mood board using Aurie's tips and techniques. Use the template to write, sketch and collage your mood board concept responding to this brief or a brief of your choice.



Your brief:

A new Australian singer from your local area is about to release their first album. They have an established audience of 13–18 year olds and are on track to be the next big Australian pop star. You are styling the new 'look' for an upcoming photo shoot which will be set in a fast-food outlet or diner.

Subject:

Create a profile for the imagined Australian signer. Where do they come from, what are their interests and style of music?

Location:

Where is the shoot taking place? Research online and identify a fast-food outlet near you. Take notes from the images, such as lighting, palette and textures.

- > Think about what the location represents. Is it retro or contemporary? Luxurious or economical?

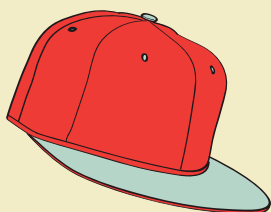
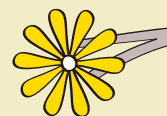
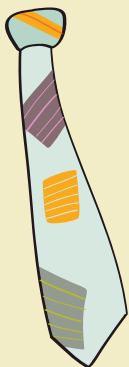
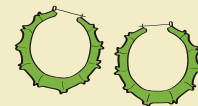
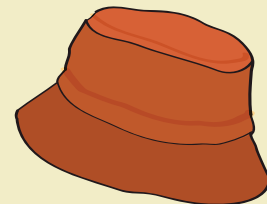
The Outfit:

Find images of clothing, accessories, jewellery, hairstyles and make-up that relate to either your subject or location, either online or in magazines.

- > Look for items that enhance or create contrast with your subject and location.
- > Consider colour, texture and movement. How would the client move in the outfit?
- > Choose a lot of items so you have plenty of options.

It's time to put your ideas into action. Style your look by choosing items that tell a story connected to your brief.

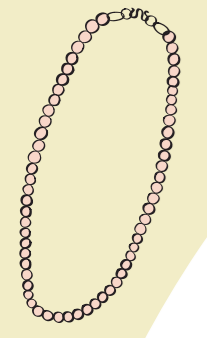
Use the mood board template to sketch, take notes and collage images to communicate your ideas.



For more inspiration, search for 'fashion' at ngv.melbourne/collection

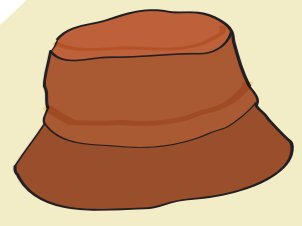
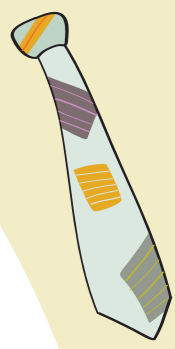


NGV

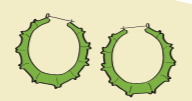
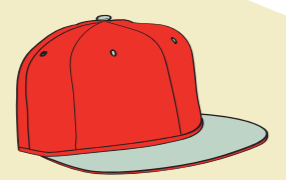


Subject

Location



STYLING A LOOK



The Outfit

