

Framing Fashion through Fiction: Narrative and the Fashion Image

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Published

2011

Conference Title

Contact: Art Association of Australia and New Zealand Annual Conference

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11.15am-11:35am

FRAMING FASHION THROUGH FICTION: NARRATIVE AND THE FASHION IMAGE

Compelling stories of romance, drama, mystery and suspense have been constructed around clothing, providing the fashion object with its mythic and symbolic quotient. In particular, contemporary fashion photography and film have cast garments as characters, portraying these objects in roles that evoke identification and desire in the viewer. In comparing the spatial narrative of serial photographic images with the temporality of the short fashion film this paper will consider how fashion fantasy is constructed. It will argue that these structures are central to how still and moving images are perceived in their negotiation of the tension between commerce and art. Further, this paper will contend that the convergence of still and motion images in hybrid fashion media forms offer an alternate experience that subverts clothing as character and instead frames the garment as the unfolding action, revealing dress as a nuanced and enigmatic narrative in and of itself.

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