

# Summer Project

## L.5 Fashion Branding and Communication

**COMMUNICATION & SOCIETY**

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**1. Introduction**

Modern fashion magazines, as we know them today, started in the last decades of the XIX century and the fashion ads in these magazines, with their images and proposals, have shown the way women should look and perform for decades (Stoll Dougall, 1994: 49). Fashion brands used to remain within the safe boundaries of editorials: a visual report where a model is presented wearing different outfits, following a specific theme or concept. Economic factors were the main reason behind these decisions: during the first decade of the XX century two editorial companies, Condé Nast and Hearst Corporation, found a way to capitalize the huge growth of the cosmetics and fragrances advertising industry. But the predominant role they allocated to photographers placed these professionals as a key agent in the origins of the entire fashion brands' system (Casajús Quirós, 2002: 133-147). They felt comfortable with static images where models and outfits were equally important to control.

Besides, although fashion magazines' advertising rates are expensive they are more accessible than those of audiovisual media

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### BRIEF

Your summer project will prepare you for entering Level 5 BA (Hons) Fashion Branding and Communication, and inform your **Level 5 - Term 1 Unit: Digital Branding and Communication.**

Your activity will be in two parts and support research around digital/brand/marketing research .

### ACTIVITY 1:

The attached research paper/abstract link is intended to be used as the basis for illustrating the theoretical concepts surrounding film and digital media: Díaz Soloaga, P. & García Guerrero, L. (2016). Fashion films as a new communication format to build fashion brands. *Communication & Society* 29(2), pp.45-61.

<https://dadun.unav.edu/handle/10171/41897> click link and then PDF icon to download

### ACTIVITY 2:

**Thoroughly research one of the following fashion films and explore and evaluate the following questions:**

- What fashion films you have seen that give you an insight into the designer/brand?
- What are the advantages of using film as part of promotional and marketing activity?
- What role would film play as part of a campaign, positioning, marketing, publicity?
- The advantages and disadvantages of creating a film for a brand/designer?

### FASHION FILM: PETRA COLLINS FOR SIMONE ROCHA & MONCLER

BY PETRA COLLINS ON 01 MAY 2020



### Nowness - 'Under Creativity' by Alcibiade Cohen

<https://www.nowness.com/topic/fashion/under-creativity-puma-ader-error>

BRAND: Puma/ Ader Error Collaboration

### Show Studio - Petra Collins for Simone Rocha & Moncler

<https://youtu.be/tfZZmekn6Bg>

BRAND: Simone Rocha & Moncler

### ASVOF - #lockdownhomemovies

<https://vimeo.com/421544449#at=12>

By successfully completing the above activities you will be entering **Level 5 - Term 1 Unit: Digital Branding and Communication** with a body of work which will directly inform and support your first **Digital Fashion** project in a quick-fire analogue to digital workshop.

Enjoy your break and look forward to seeing you in the new academic year.

