

AW clothing

AWBV, 2013

Got your workbook?

Clothing is critical to paradigm

- Looks casual, _____
- Models wear their own clothes
 - _____
 - Girlish, not “womanly”
 - _____
- Casual, comfortable, _____



The nature of AW clothes

- _____
- Appealing clothing:
 - _____, or
 - _____, or
 - _____, or
 - All three!
- Thin fabric, _____
- Tight preferred over loose, unless thin
- Dressed _____ : casual.



How clothes are *used*

- Always _____
- Undress slowly, “_____”
- Allows us to control what gets seen, when
- Allows us to _____
- Two main aspects
 - What models start in
 - _____



Overview

- Tops
- Bottoms
- Bras
- Panties
- Accessories
- Shoes
- Never-wear.



To consider when selecting tops

- Fitted, close to skin, showing form
- _____
- Covering all is ok, if fitted or short
- Colourful is best, not drab
- _____



Always wear: tops



To consider when selecting bottoms

- ---

 - Shows form of bum
 - Model must show-off her bum
- Skirts must allow **Perfect Upskirts** (per SDLP)
 - Not too long; not too tight
- Shorts, especially shorty ones, are ideal.



Always wear: bottoms



What makes bras good

- Bras are close to breasts a lot of the time; feminine
- _____
 - Sweat, perfume, skin smell
- _____
 - In contact for longer, perceived as being more valuable
 - Brand-new bras are not preferred
- Must _____
 - Never select bras that shape.



Bras





What makes panties good

- Similar to bras, but even more magical
- _____
- _____
- Show form and texture of model
 - XCU's in Must-Haves (SDLP)
- Feminine patterns best
 - Lace, print
- Comedic panties are fine
- Feminine _____







Sometimes wear: Twin-sets



Accessories

- Young women wear more than just tops and bottoms!
- Observe specifics at any university or mall
- Never wear sunglasses
 - Up on head is fine
 - _____
- Quirky is good
- Review **Personal Props SDLP**.





Shoes

- _____
- Barefoot is fine
 - _____
 - A little dirty if outside is ok
- Socks are fine
- _____
- Only show soles of shoes if clean.





Never wear

- Poorly selected clothes work against us
 - Clothes are key to paradigm
 - Communicate about model, and brand
- These are “off-paradigm”: *never* used!.



Stripper costumes



No: Leather pants



No: Black clothes

- _____
- “heavy”, can pull attention away from subject
- Tend to show as black with no texture, hiding models attributes
- Only use if very confident of correct exposure
- _____



No: Heels



No: “T-shirt” bras



No: Padded bras

- _____
- No chance of seeing nipple.



No: Big, baggy clothes



No: Furs, corsets



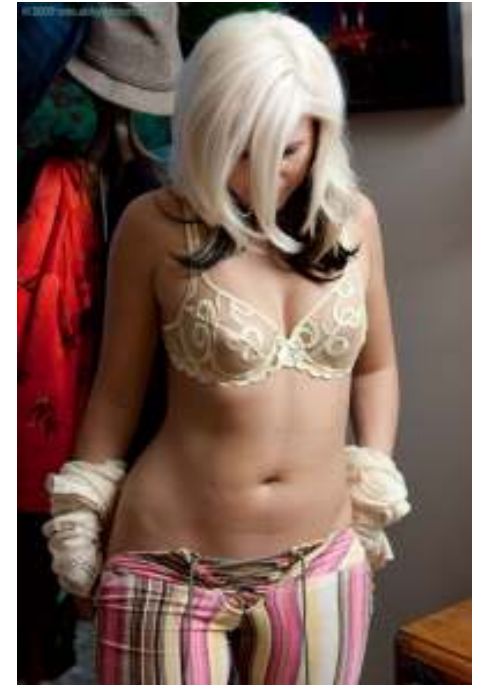
Never-wear recap

- _____
- No leather pants
- _____
- No heels
- No “t-shirt” bras
- _____
- No big, baggy clothes
- No furs or corsets.



One-in-30

- Jeans with no panties
- _____
- Playsuit.



Leg coverings

- Tights / pantyhose
 - Have a crotch
- Stockings / pull-ups
 - _____



Uniforms

- Ideal if _____
 - eg, _____
 - yoga, business suit, hi-viz road worker, etc.
- _____ or a *caricature*
 - Never play dress-ups!.



Swimwear

-
- One-pieces
- Regular bikini
- Micro bikini
- Board-shorts and top.



Don't get us sued!

- _____ on t-shirts ok, _____
- _____
 - Regardless of *nature* of talk
- _____
 - Can be dangerous, best avoided
- _____
 - Coke, Toys-R-Us, Ford, Ikea, McDonalds, etc.



Mix up combinations

- Jeans, no knickers
- _____
- Top and knickers
- Bra / halter and jeans.



Model preparation

- Models informed of clothes to bring at Booking
 - 70% bring ideally-suitable clothes
 - Remainder, less-so :(
- If model brings *no* suitable clothes?
 - _____
 - _____



Clothing recap

- Wholesome, feminine, honest, natural, unique
- Femininity, girli-ness, as opposed to matronly
- Show lots of skin
- _____
- Threadbare, well-used clothes: authentic
- _____
- Start shoot with clothes on, maximise tease
- _____
- Interact with clothes. Wear it. Use it. Remove it.
- Removed slowly, to increase tease
- _____
- Put some back on at end (eg, jacket, hat).



Learn the rules before breaking them

- Once clothing rules are understood and well practiced
- Can be bent, or even broken!



Assignment 1: Assess 5 shoots

- Write notes about clothing for each of five shoots
 - What was good
 - What was bad
- Ask yourself:
 - What clothes were selected? Were they ideal? How could they have been improved? How were clothes used? How could clothes be used better?
- Ignore other production values
- Email complete report to Trainer.



Assignment 2: Written test

- Open-book!
- Watch **Clothing test answers SDLP** for the answers discussion
- Correct your test in red pen
- Pass to Trainer for review when complete.

