

# FASHION FORWARD

A much-maligned medium or a brave new world? Fashion film looks to the future

## MARIE SCHULLER OF SHOWSTUDIO BELIEVES THAT THIS IS JUST THE BEGINNING

Fashion and film have always had a harmonious relationship. Photographers such as Guy Bourdin and Erwin Blumenfeld filmed their photographic scenes as early as the 1950s, setting the path for the medium that we now understand as fashion film. However, the lack of a communal platform hindered the early development of filmed fashion. All this changed with the digital revolution. For the first time a mass audience could see fashion displayed in motion, getting them closer to the intentions of the designer, who naturally doesn't imagine their designs limited to one angle in one frame frozen within the pages of one magazine.

At the same time, fashion film is still in its infancy. It will go through the process of experimentation, development and re-invention. But the foundation has been set, and the potential is immense.

In 2001, SHOWstudio's first live broadcast streamed nine sleeping models for one night, dressed in SS02 collections. The technology at the time allowed for one pixelated still image to be broadcasted every minute.

A decade later, we stream numerous live broadcasts per day, and show the making of fashion films by Nick Knight and others. This is only the beginning.

## REED + RADER'S GREEN SCREEN DREAMS

"We want to do a shoot on the moon!" jokes Matthew Rader, one half of New York duo Reed + Rader. With the way fashion film is headed, he might not need a reality check. He and Pamela Reed have worked together since 2002, and the by-product is a surreal circus in which models inhabit virtual worlds. For their latest project, *Brave New World* (below), they used the Muse game engine and a green screen to birth a digital backdrop conceived down to the last blade of grass. "We're really excited about the possibility of building 3D image," Rader says. "The idea of the variable, virtual camera able to move around environments."

They take issue with the status quo. "You've hit a nerve," Rader pipes up when probed about the state of fashion film. "Fashion films can be cool, but most are just a 'behind the scenes'. It's so easy to press a button and record an HD video. We hate that." So what does the future look like? "3D scans of people rather than just

taking a picture of them. Things moving into a weird matrix future. It sounds sci-fi but we're just scratching the surface now."

TEXT TREY TAYLOR

