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(2012049)

Process & Presentation Sheets

CHANEL



Printing

For my collaboration between Hermès and B&Q, I wanted to create a design that combined and showcased both brands and their heritage. This design could then be adapted to be easily transferred onto products that would be promoted and sold as part of the collection.

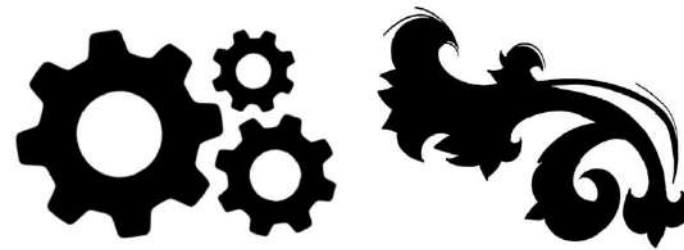


These prints were experiments to see what shapes, colours and backgrounds would work well for my project. I used paper stencils, acrylic paint, ink, masking tape and sponges to create them. I stuck to a limited colour palette of orange, black, white and grey which I carried on using throughout my project.



Printing

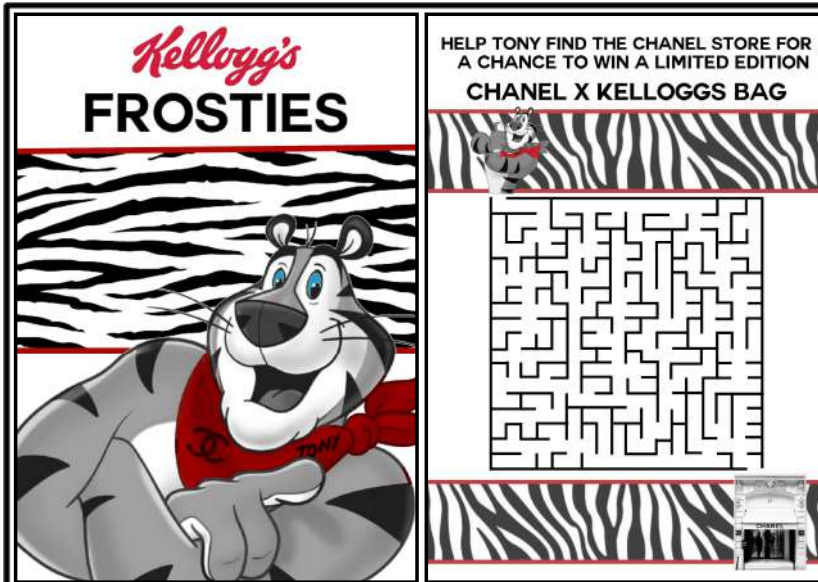
I chose simple outlines that related to each brand and experimented with combining and juxtaposing shapes and mark making. I really like the smudge and splatter effect the sponge and ink made compared to the crisp, clean lines the stencil created. This relates to the messy, DIY values of B&Q compared to the established and proper identity of Hermès.



By completing this printing activity, I could start to visualise what I wanted to create for my collaboration and how I was going to do it.

My idea was to print onto and style a few B&Q buckets, an apron and my own Hermès x B&Q scarf to use as styled props and accessories within my photo shoots. I could also see some of my experimental prints being used as promotional imagery and posters as they are!

Cereal Boxes

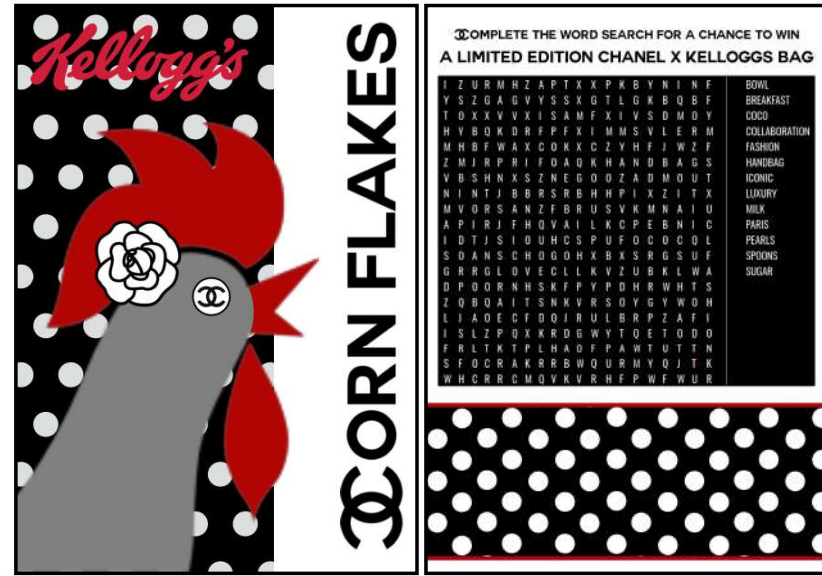


I re-designed the packaging for two of Kellogg's most popular cereal: Cornflakes and Frosties. I wanted to incorporate elements of both brands by using identifying characteristics like colour, mascots and font.

A lot of Chanel products and advertising campaigns are black and white; this is something I carried through when designing the packaging and through to my final imagery. I kept pops of red to reference back to the Kellogg's logo as well as to add in a bit more colour. I also edited both mascots to have Chanel accessories.

When researching, I fell in love with the idea of including a novelty prize or activity on the box so I created my own maze and word search which gives customers a chance to win an exclusive bag.

I was initially inspired by the gift sets Kellogg's produce which include a spoon and bowl that matches the cereal it is sold with. I wanted to recreate this idea but make it more luxurious. I made the Chanel bowl by using hole punch reinforcement stickers and found spoons in a charity shop that have an engraved flower design.



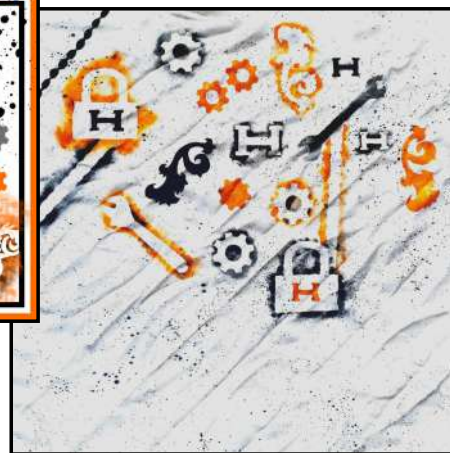
Buckets etc.



The iconic B&Q bucket was my initial inspiration for my project so I definitely had to include them in my final imagery. I also wanted to make other accessories which related to the collaboration so I decided on a Hermès x B&Q scarf and apron.

With inspiration from my experimental printing, I designed digital mock-up versions of the accessories I wanted to make. On photoshop, I even found a brush tool that mimicked the effect sponge printing creates.

I used the same printing equipment and techniques I had already experimented with as I knew what would work well. Instead of using paper stencils, I cut my shapes using vinyl sticker to ensure the design was crisp. By using Photoshop to plan ahead, I knew what stencils I needed to cut.



I wasn't able to recreate my photoshop designs exactly, as I was limited with time and resources but my final products heavily indicate how they may look if professionally made and sold.



Studio Day

I was only able to go into the University for one day so I made sure I was prepared for a productive day. I brought lots of props and accessories with me to use and style in still life scenes.



I had some spare time at the end of the day, so I styled another student with my buckets, scarf and apron. I experimented with different poses and styling.



I created a variety of set builds which incorporated my own props as well as objects I had found in the studio like ladders, chain and a wooden table that suited the collaboration well. I managed to take the majority of my final images during my one day in the studio which gave me more time to edit and focus on other parts of my project. My set builds could also be used as window and shop displays.

Remote Shooting

Due to covid restrictions and my work shifts, I had to take a lot of my final imagery at home using materials and equipment around me.

I had already taken all my still life imagery (and some styled imagery) in the university studio for the Hermès x B&Q collaboration. By hanging a sheet I had previously splashed with ink, I created a set build in front of my bathroom window as it has the best natural lighting. I was prepared for styled shoots as I did orange eyeshadow and wore a top with paint splatters. I mostly experimented with styling my scarf: using it as a hair tie, head and neck scarf.



All of my images for the Chanel x Kellogg's collaboration were taken at home. I created a couple set builds using white fabric and a duvet cover with polka dots as this related to my cornflake packaging. I staged my own breakfast table where my friend and I took photos with the cereal. I struggled coming up with lots of innovative style ideas for this collaboration.



Editing

BEFORE



B: +20
C: +32
S: +12
SC (white): Black -75



I edited all my photos in photoshop as this is a program I am very familiar with. I cropped all my images to A4 size so they can easily be printed as magazine pages.

My photos taken in the studio were already colour graded so I only wanted to make them more vibrant. As orange is the colour associated with both B&Q and Hermès I wanted to make the orange pop by neutralising any other colours in the photo.

AFTER



B: +20
C: +15
S: +10
SC (white): Black -75
SC (red): Black +12
Sharpen

BEFORE



My styled photos of me were taken remotely on my phone so there was a big difference in colour and quality from the images I shot in the studio. I experimented with lots of photoshop tools to make it look like all my images were taken in the same environment.

To make the background a completely neutral white, I desaturated the bottom layer and overlaid myself in colour.

AFTER



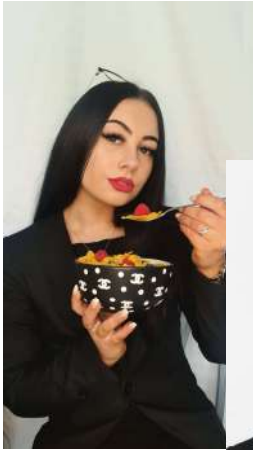
B: +15
C: +12
S: +10
SC (white): Black -25

BEFORE



Editing

BEFORE



B: +15
C: +15
S: +10

SC (white): Black -75
SC (red): Black +12
Sharpen

As all my images for the Chanel x Kellogg's collab were shot remotely at home using my phone, I wasn't worried about them not looking similar in quality or colour. I edited them in a similar way as I did for my 'at home shots' for Hermès x B&Q. by desaturating the background.

AFTER



AFTER



BEFORE



B: +20
C: +20
S(red): +12
SC (white): Black -75
Sharpen

A lot of Chanel advertising is black and white and Kellogg's colour logo is red- by using the colour range tool I was able to select any red in the image and desaturate any other colour. I love the look of this and may play around with this when putting my images in a magazine format.

BEFORE



B: +25
C: +15
S: +10

SC (white): Black -75
SC (red): Black +12
Sharpen

AFTER



Final Images

My favourite three images



Final Images



Final Images

My favourite three images



Final Images



Magazine Layout

I think my final images can be used to promote each collaboration in a variety of ways – both digital and physical. I can imagine them being used in luxurious lifestyle magazines such as Elle Décor and Vogue Living.



Magazine Layout



Advertising



Final Outcomes



I printed out all of my magazine layouts and stuck them into real magazines to show what they would actually look like as advertisement pages. I was photographed with my buckets, cereal boxes and magazines to showcase my work on the UCA Instagram with the caption:

"I am Morgan and I have just completed an Access to Higher Education course with focus on Fashion Promotion. My final major project was titled 'Household Luxury' where I explored the idea of luxury fashion labels collaborating with household brands to create limited-edition products which I then used as styled props in my promotional imagery. Next year, I am studying BA (Hons) Fashion Image and Styling at UCA Rochester where I have been awarded a UK Excellence Scholarship".