

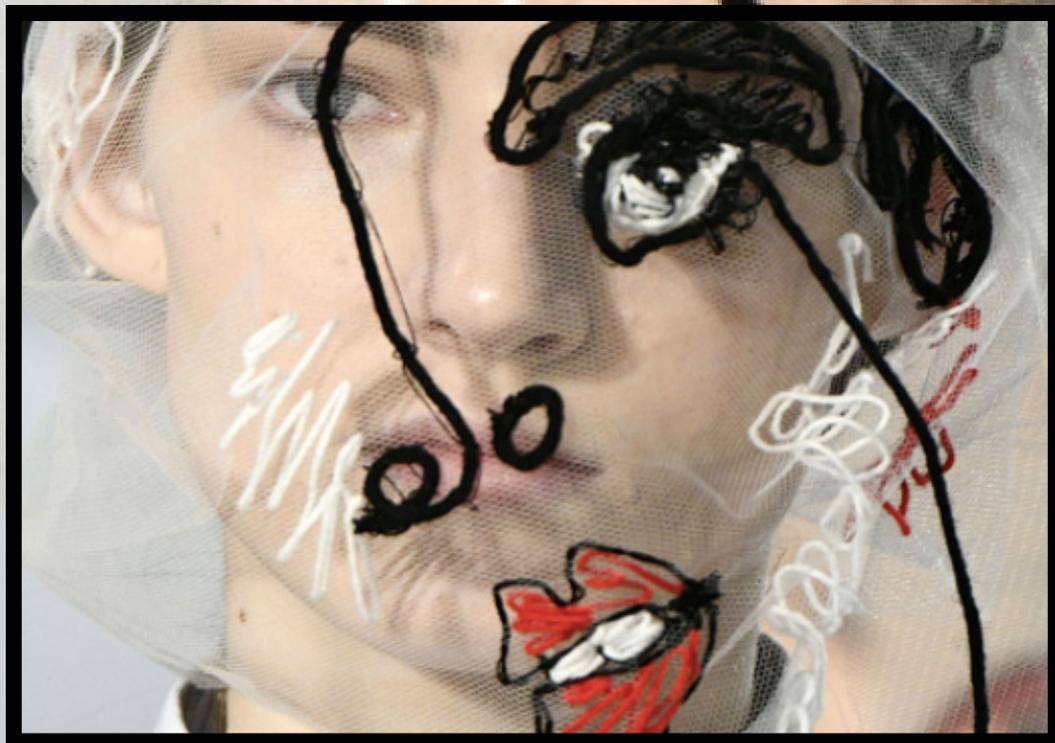
B R I T I S H

F A G S H I U N

C O U N C I L





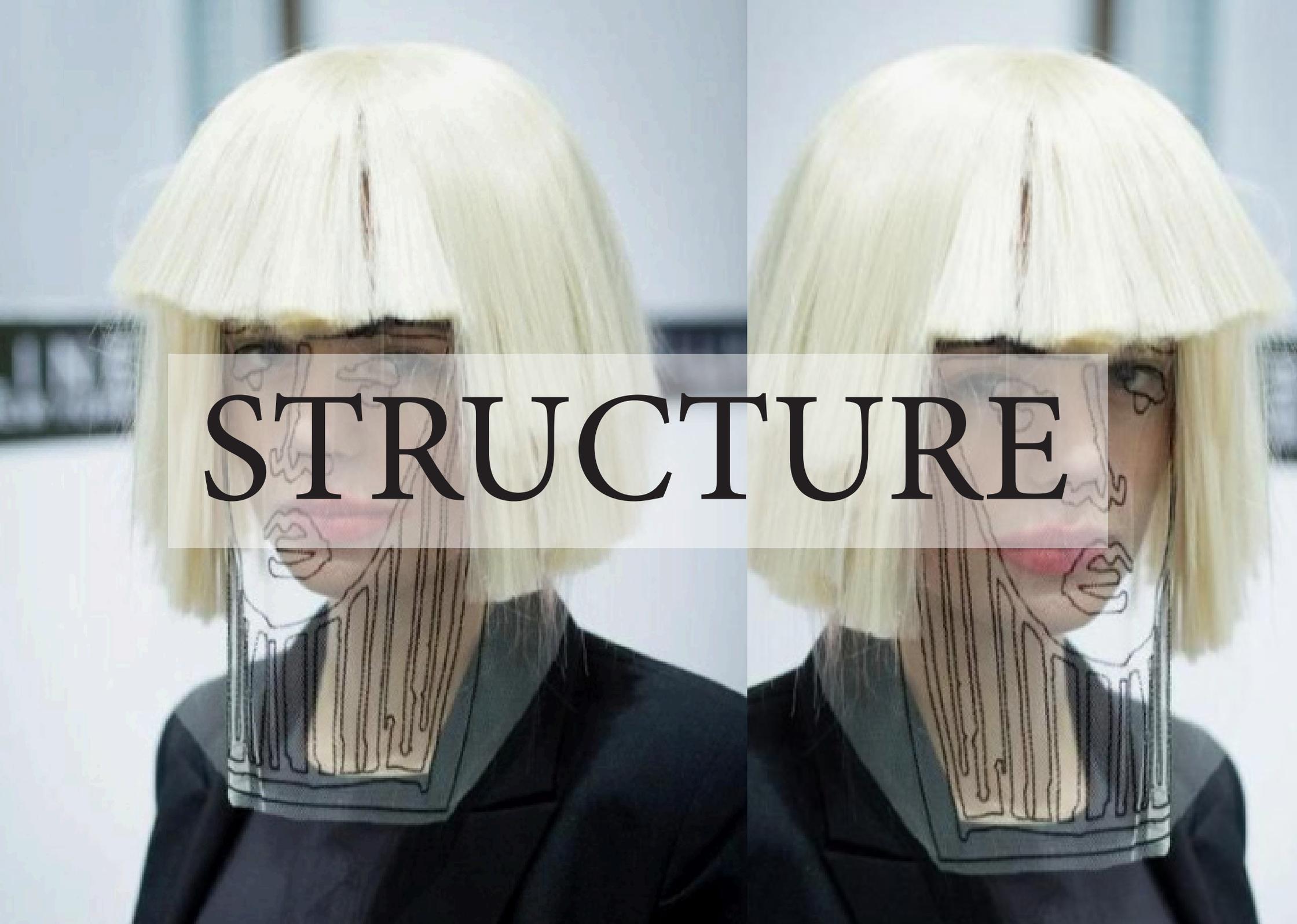


VISION

This film will be to promote and raise awareness of mental health within the fashion industry. It will highlight the issues faced day to day and will create conversation for change across all sectors.

Although it will be a slow and emotional piece it will be powerful and executed in a professional manner. The use of glitching throughout the film will grab attention of the viewer but also represent how the mind can be when experiencing a mental health episode.

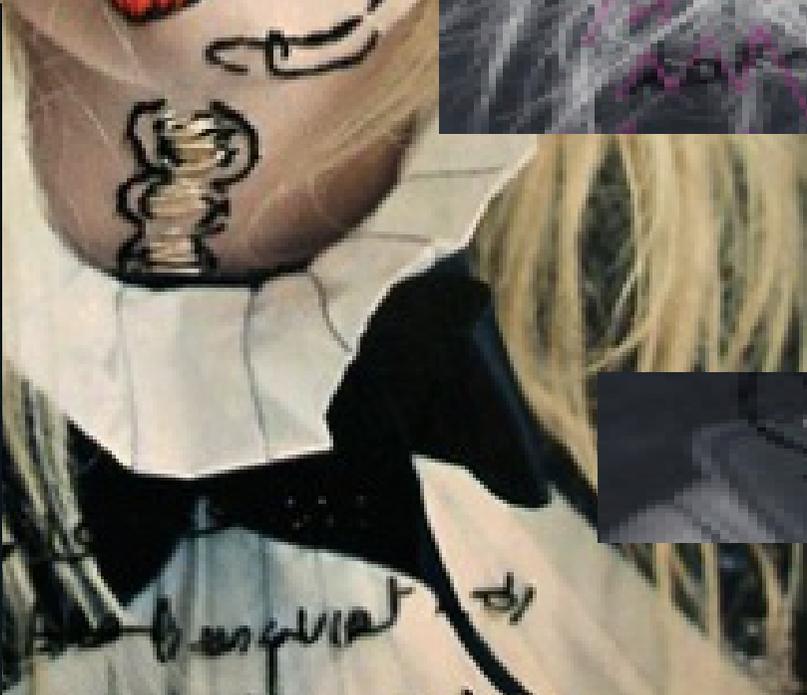
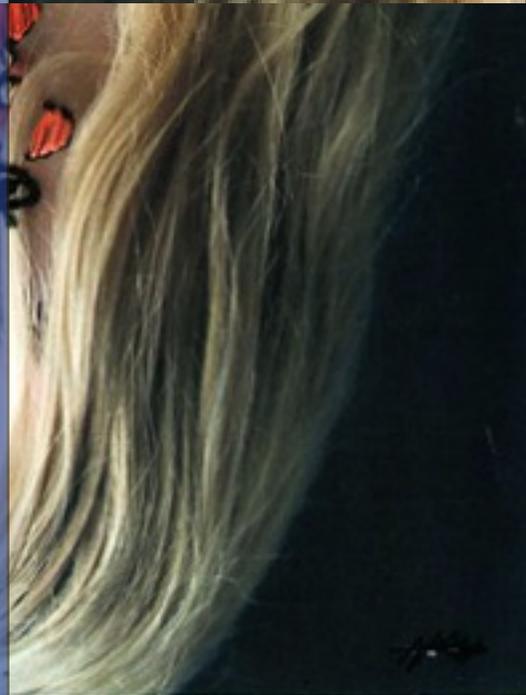
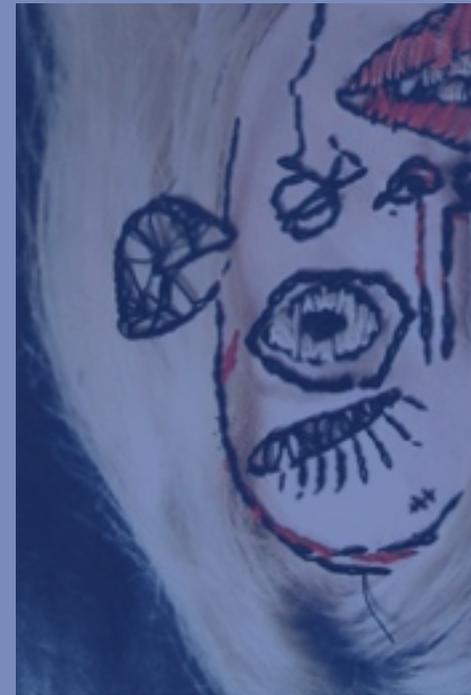
**Anxiety is just a conspiracy
theory about yourself**

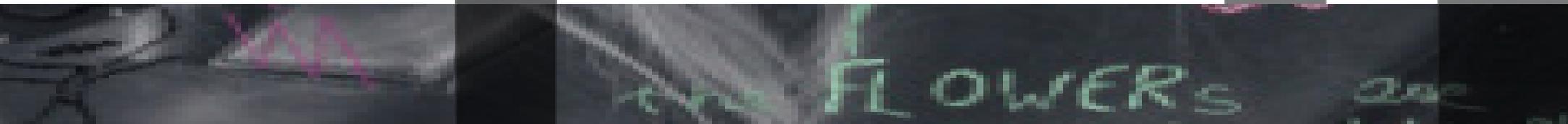
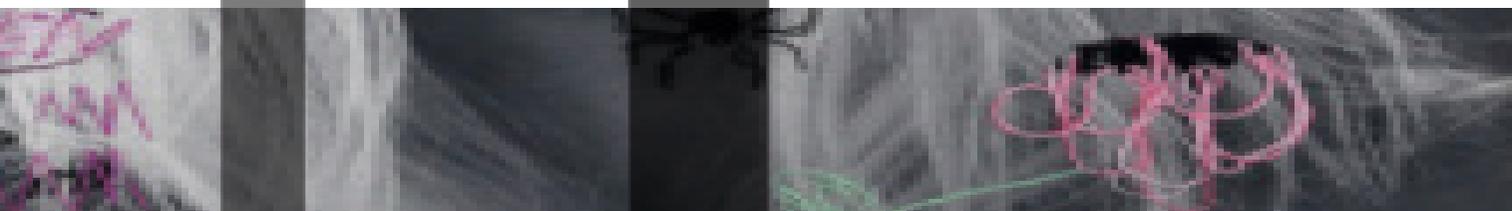
A split-screen image showing two views of a blonde bob wig. The wig is styled in a classic bob with bangs. A hand-drawn face is overlaid on the wig, showing the eyes, nose, and mouth. The face is drawn in a simple, sketchy style. The wig is set against a dark background. A black collar is visible at the bottom of the wig. The word "STRUCTURE" is overlaid in the center of the image in a large, black, serif font.

STRUCTURE

The following structure for the film is to really capture the importance of mental health within the industry. It will give a REAL representation to what it is like to live day to day with this invisible disability and prove that it is not all erratic behaviour and explosive episodes. The narrative will show an insight to the struggles of putting on a brave face and trying to complete day to day tasks, focusing within the fashion industry.

The film will be following a woman through her daily tasks of being a fashion student, modelling for a project with the use of visual metaphors to represent how the person will be feeling on the inside.





SCRIPT

The opening scene will be a news report on students and their thoughts about the current global pandemic. The use of a glitch will create the feeling of something that isn't right for the viewer. The main aim for the film is to make the audience feel certain emotions throughout with visual aids to make them feel a particular way. The repetition of key phrases will really amplify the message we're trying to get across with the use of a black screen will compliment and make what's being said stand out and really listened too.

“From the outside looking in, it’s hard to understand. From the inside looking out, it’s hard to explain.”

The next shot is of the model getting dressed for a shoot. The shots will be in slow motion and have a sad feel to the shots to capture the emotion the model is feeling internally. This will transition into the model completely a photoshoot again keeping that slow, sad emotion through the video with a monologue to compliment the visuals.

In order to keep this film relatable to a mass audience I played with the idea of facial masks. Since the pandemic it has come as no surprise that mental health and wellbeing is at the top of our priority list with cases in mental health being front page news and becoming more known how common the issue is. Facial masks were the concept, but it was made high fashion which is what will be displayed in this section of the film. Keeping that consistent theme of switching between frames, this also gives a comparison of what the world sees Vs what the model is feeling inside and almost gives an alternate reality perspective.

For the last scene I really wanted to make sure it left on a powerful and strong note. The model will be laid in a bath with words written on her face about her struggles within the industry that has made her mental health deteriorate. This will then quickly switch back and forth to scenes of her drowning in a bath displaying how she's feeling mentally.



CASTING

For casting it was a must to include three models that are as different from each other.

The message of mental health doesn't discriminate

it was a must to include three girls from very different ethnic backgrounds. This is to make the film relatable to all and not just a specific group within society.







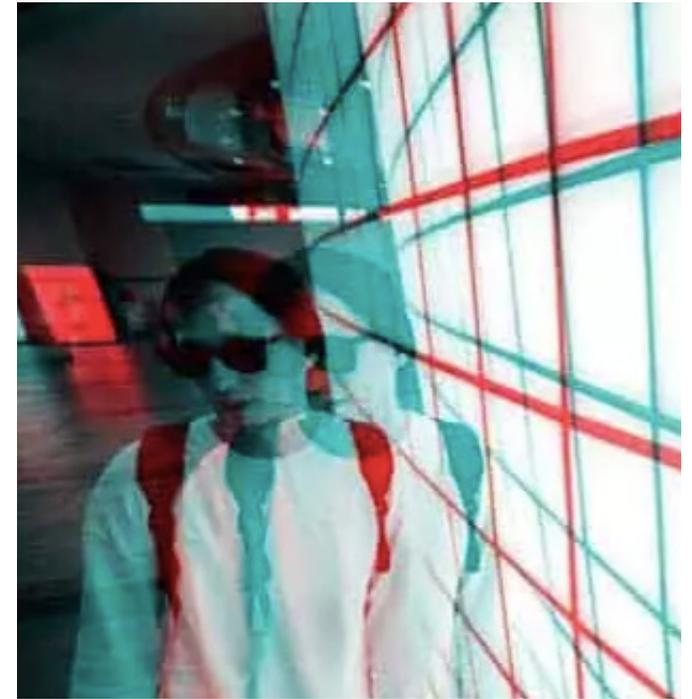
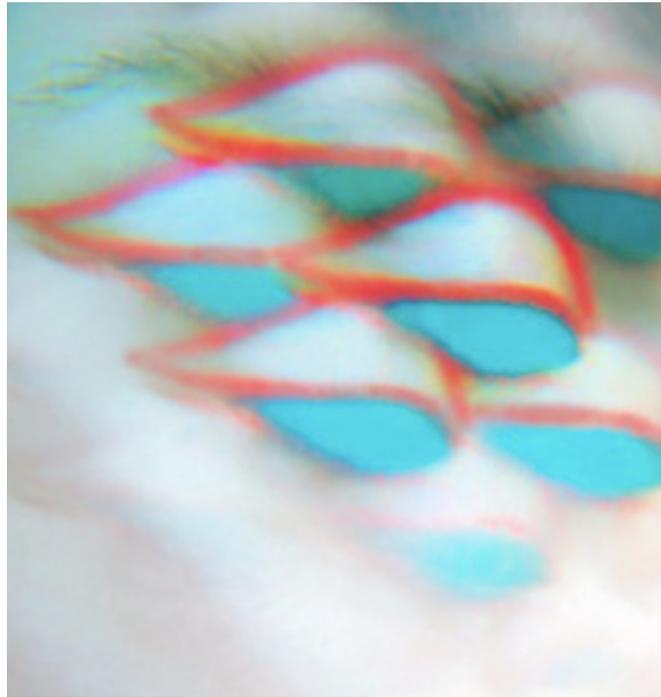


MUSIC AND EDITING

Editing will really bring the film to life with the use of glitches, experimentation of colour, vibrance and other editing tools to really capture the emotion wanting to be portrayed throughout. The raw footage will be clear and crisp making it easier to experiment with different levels.



The main emotion displayed throughout the film will be sadness and reflection so through the use of editing like explained above and the correct choice of music it will deliver the message clearer.



Music will be classical with a slow tempo from the start and slowly build as the film intensifies with a strong sharp ending to really empathise what's being shown visually.