

**GQ**

BRITISH

GENTLEMEN'S QUARTERLY

X

*SANDY POWELL*

05. 03. 20  
Sally Hunter



*“There is one great thing about this job, that there is no age discrimination. There are costume designers of both sexes who are in their 80’s still working which is great” (Sandy Powell, The Female Lead, YouTube, 2017)*

Sandy Powell Turns 60 on the 3rd April  
2020

*The Designer Edit*

# Celebrating 60 years with 60 Questions

Sandy Powell celebrates her 60th birthday with British GQ, answering 60 fire question about her Life, Fashion & Film.



# THE IDEA

## INSPIRATION

Listening to Sandy in previous interviews there is a seriousness to her tone and reference to her previous work. Given the visual nature of her work being playful, extravagant and saturated with vibrant hues, a video following a similar aesthetic and tone could portray her in an original light.

A unique interview formed of fire questions naturally results in a light-hearted and playful tone.

In previous interviews, she talks about the celebration of age and ageism; how fashion design is one of the few industries where age has no restriction on work or talent.

Given that her 60th birthday is coming up next month (3rd April) it could be interesting to combine the two concepts together resulting in a video of 60 fire questions covering subjects such as her life, her fashion and her work.



## Potential Questions

### *Colloquial:*

*“what’s the first thing you do in the morning?”*

*“Are you watching anything on Netflix?”*

*“Whets your Starbucks order?”*

### *Personal:*

*“What does turning 60 have in store for you?”*

*“When throughout your career were you most proud of yourself?”*

*“What advice would you give to your 20-year-old self?”*

*“Who/what is your biggest inspiration?”*

*Work Related- Specific to films & Projects (In line with a GQ audience)*

*Discussing/ asking question to prompt answers related to men’s fashion in...*

*Wolf of Wall Street*

*The Aviator*

*The Irish Man*

*Gangs of New York*

*Mens costume design and how it has developed throughout her career.*

*The first steps to designing, uncovering the creative process of design.*

**Trying to keep question and answers honest and authentic whilst also keeping in line with a GQ audience.**



## *The Designer Edit*

### **UNMASKING THE CREATIVE PROCESS**

A unique insight into the mind of Sandy Powell; Costume designing and the creative process behind her work.

When researching Sandy, I most wanted to know how she would begin designing. What/ who are inspirations? How does the creative process for costume design in film/theatre start? What influence do the characters have upon her design? It would be interesting to see this raw talent unfold on camera. Capturing Sandys instant vision for design and allow her creativity to drive the video.



Station  
Inspector



Hugo



Georges



# SKETCHING ON CAMERA

# THE IDEA

## INSPIRATION

The idea for this video came purely from a place of curiosity when it comes to the creative process and costume design. Revealing the raw and experienced talent Sandy has for design on camera could be particularly interesting and entertaining.

In terms of what/how this would take place, Sandy or GQ could come up with a concept character (an existing character that Sandy would love to design for, or a made-up character- something that gives her a creative starting point for design).

The video would then be driven by Sandy revealing/explaining her creative process for design. Potentially split into three or four parts.

- Inspiration.
- Researching the character.
- Colour/fabrics/scale/logistics.
- Pen to paper.

Video would end with a final, first draft sketch of a new costume for a new or existing character.

**Unmasking the creators  
creative process.**



# SCRIPT...



## **The act of creating should initiate/prompt the script.**

- Where she gets her inspiration from
- How she would go about researching a character
- How she would decide on a certain aesthetic to complement the character
- When she would put pen to paper, as she's drawing explaining why/what she's doing.

Let Sandy take control on how she would create. Planning necessary for Sandy prior to the shoot.

## **Other conversations which could take place.**

Relating back to work/design process she's done previously- specific characters a GQ audience would be interested in hearing about.

Insite into what it's like working with certain talent/directors? (maybe need consent...)

Very natural, authentic conversations.



# THANKS!

Such an interesting women, will be a really exciting shoot with whatever goes ahead. Thanks for letting me have a shot at the creative vision.

Let me know if I can do anything else.

Sally