

CONDÉ NAST COLLEGE *of* FASHION & DESIGN

PART B

Research Development
And Project Development
Book

BY SALLY HUNTER
DIPLOMA COURSE 2019

C o n t e n t s P a g e



(Irradié, 2019)

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GLAMOUR

OCTOBER 2018

**ISSA
RAE**

“THERE
WAS NO
BLUEPRINT
FOR MY
CAREER”

Five (Easy)
K-Beauty Skin
Secrets &
Fall's Must-
Have Fashion



THE HACK
TO FAIL-PROOF
YOUR
RELATIONSHIP


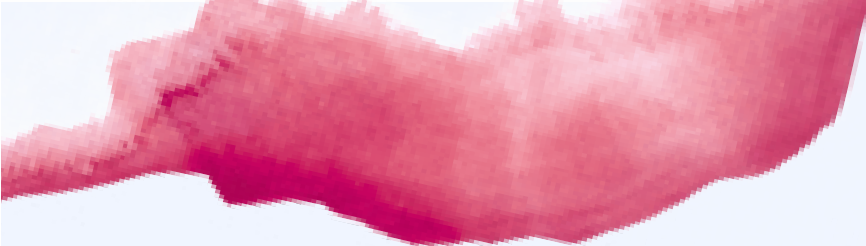
the tv issue

with AMY POEHLER,
HASAN MINHAJ, LILI REINHART,
MAYA RUDOLPH, LAKEITH STANFIELD,
BUSY PHILIPPS & MORE



The Idea

The initial idea for this project came from my recent trip to New York. Organised by Condé Nast College of Fashion and Design, our trip allowed us to explore concepts of fashion with great depth a breadth. We attended an organised tour of Condé Nast HQ at One World Trade Centre and received industry talks by guest speakers including Kelly Bales (Digital Editorial Direction, Allure), Michelle Lee (Editor and Chief, Allure) and Lauren Lumsden (VP and Video Head of Content and Creative, Glamour); all employees under the Condé Nast name with a wealth of experience in the industry. Given my interest in video and digital content I was particularly interested in Lauren's story into the fashion industry and projects she has worked on to date. She specifically mentioned her recent role at Glamour America and how there has been a creative and cultural shift from celebrity focused interviews to an interest surrounding 'real people' with 'real stories'. This is something I found particularly interesting and something I felt I could apply to my individual work. On my return home to the UK and with final college projects looming I began to think back to what Lauren had mentioned in her talk. I did some secondary research surrounding Glamour UK and the current state of how they publish and produce online video content. Their focus was primarily to do with fashion, beauty and celebrity culture and lacked content surrounding wider subject matters. Therefore with an obvious gap for conversations of a more social, political and cultural nature, I took inspiration from my trip to NYC, Laurens talk on Glamour America and throughout their videos of presenting a new UK which help fill such a gap.



I want to create a video
series which will open up
relative conversations of wider
subjects matters heard from
the most real voices

BRAND OVERVIEW OF UK

GLAMOUR

a fresh, beauty-first attitude





What is Glamour?

“A Digital
& Print
Destination
For Authentic,
Inclusive and
Aspirational
Beauty
Culture”

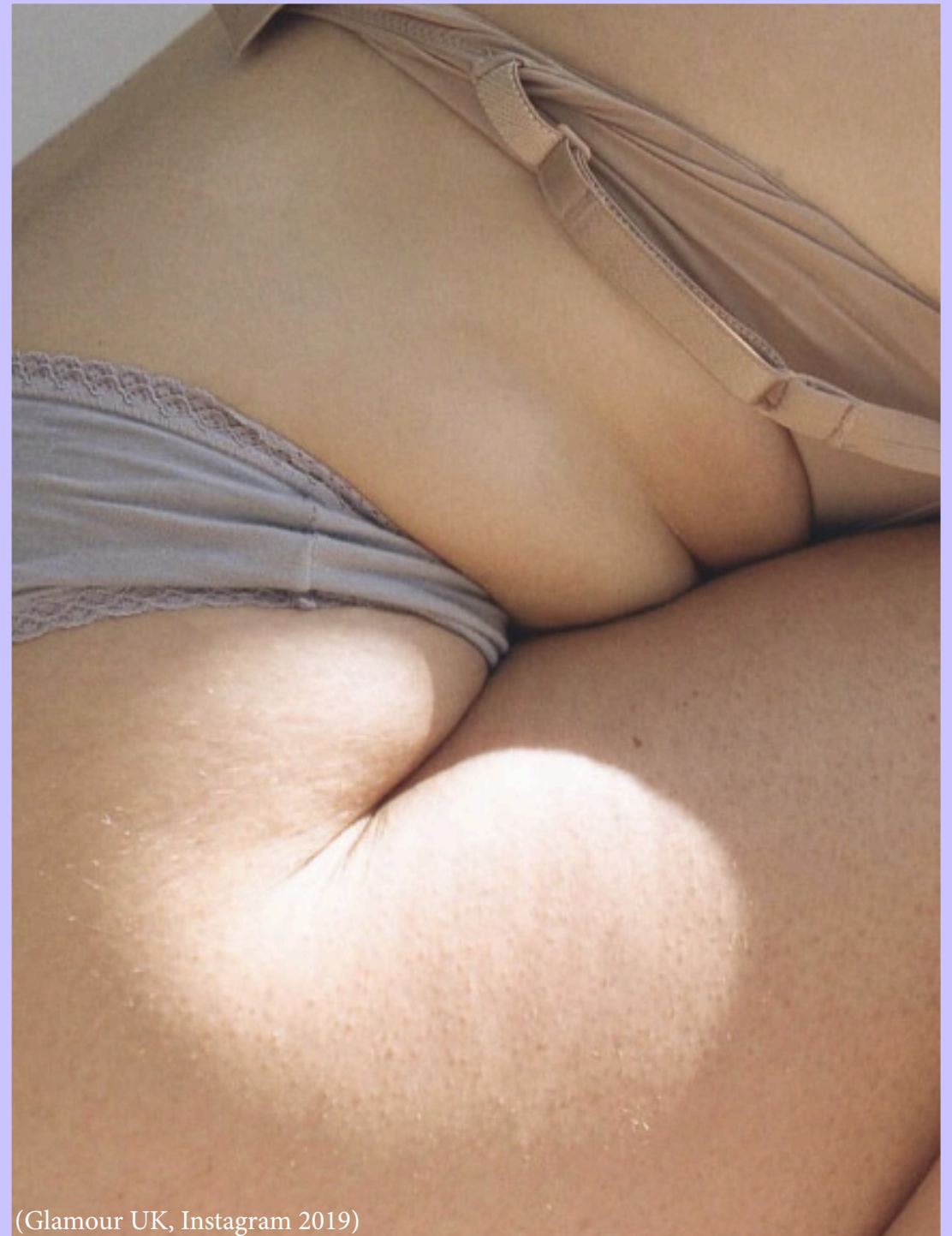
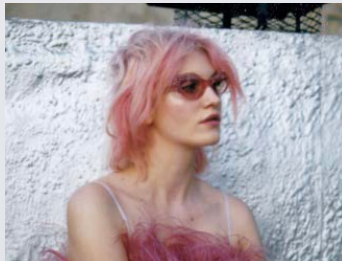
(Cnda.condenast.co.uk, 2018)

Glamour, a market leader since launch in 2001, is evolving to become the ultimate online beauty destination for UK consumers and advertisers. With a mobile first, social first approach, recognizing the way in which the Glamour reader is living their life today, the print frequency of Glamour will alter bi-annual. The new mix of digital, social, live and print, made its debut in March 2018 to coincide with the Glamour Beauty Festival (Condé Nast Britain, n.d.)



THE NEW GLAMOUR GIRL Is... CONFIDENT CONSIDERED CONNECTED

(Cnda.condenast.co.uk, 2018)



(Glamour UK, Instagram 2019)

SOCIALLY DRIVEN

Deliver content constantly across all social platforms to drive audience onsite to explore more

ALWAYS RELEVANT

Committed to content that is useful and benefits all users - from reviews, how-to tutorials to runway shows that keep them up-to-date

FOCUSED CONTENT

Beauty first with the latest news and reviews: lots of content, constantly replenished, created for ultimate engagement

AUDIENCE FIRST

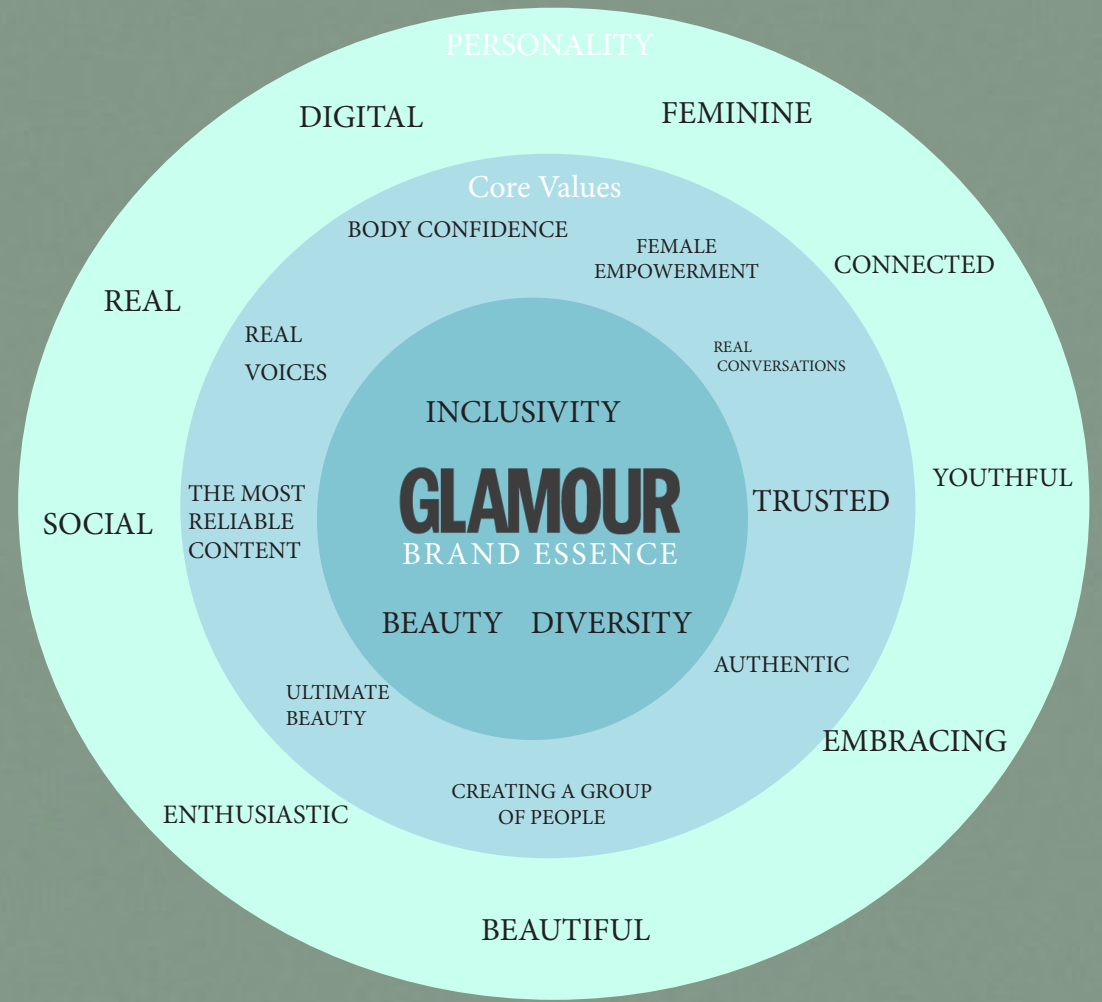
Celebrate the Glamour audience by representing the diversity of beauty; be where the audience is and make Glamour content easy to find

AUTHORITY & TRUST

Build on Glamour's existing credentials as a highly trusted media brand

What Glamour Represents

Glamour UK welcomes and encourages diversity across all platforms, allowing women to feel part of something which in turn gives them a real sense of confidence. The information predominantly focuses on the most up to date beauty tips and tutorials as well as providing written content discussing topics on a deeper more personal level. This again contributes the Glamour UK's inclusive nature in turn giving the publication the a trusted reputation.



GLAMOUR BRAND ONION



TARGET CONSUMERS

Glamour's target consumer typically ranges from the ages of 15-25 years old. The name Glamour typically attracts individuals who have a keen interest in topics surrounded by the term 'Beauty'; whether this be physical beauty or conversation which discuss the definition of beauty. Because of Glamour's inclusive nature and its mission to promote diversity, the Glamour woman is quite difficult to pin point. However ultimately the brand promotes real and honest people looking to connect with those alike.



BE REAL

BE OPEN

BE HONEST

Where Glammers Exist

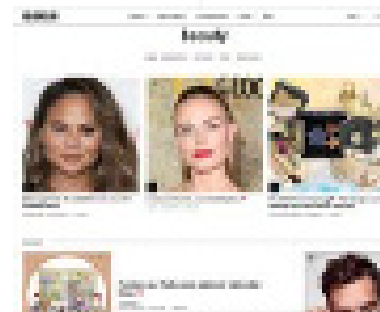
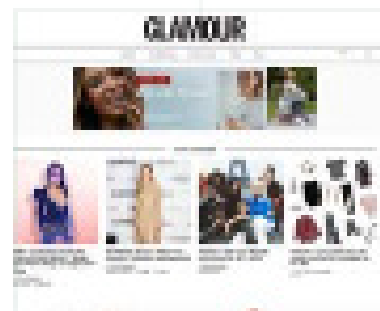
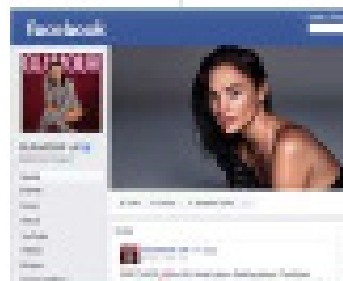
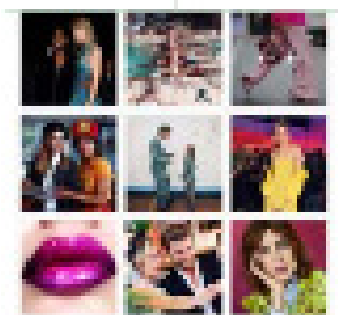
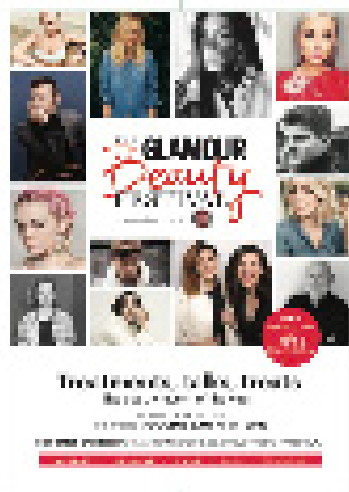
75K+
Glamour
beauty club

5K+
Glamour
beauty festival

5M
Glamour
social

2.5M
Glamour
website

350K
Glamour
print



L I F E S T Y L E

GLAMOUR



(Cnda.condenast.co.uk, 2018)

GLAMOUR *Beauty* FESTIVAL

in association with 

(Cnda.condenast.co.uk, 2018)

GLAMOUR *Beauty* CLUB

(Cnda.condenast.co.uk, 2018)



(Mohammed, 2019)

SEEING GLAMOURS
Target Consumer
COME TO LIFE



(Mohammed, 2019)

R
y

In conversation with someone who attended the Glamour Beauty Festival

Unfortunately I was un able to attend the Glamour Beauty Festival this year however, a friend of mine was able to attend and work at the event. She provided me with some insight of the over all atmosphere at the festival as well as an observational approach to how the Glamour target customer came to life.

Q: Can you describe to me the types of people attending the festival?

A: It was quite interesting; I saw such a range of people. People from the ages 14 right up to people well into their 30's. I saw mums with daughters, groups of friends and a lot of guys too. There was so many people there it was nice to see such a diverse group of people in one room together.

Q: Amazing, it sounds great! What was your favorite part of the festival?

A: I really liked to 'in conversation' part of the festival. Familiar faces such as MIC star Georgia Toffolo and Love Islands Megan Barton Hanson took part in the #BlendOutBullyingCampaign which I thought was really good. They used beauty to talk about a conversation which needs to be talked about more.

Q: Can you describe the overall vibe of the festival?

A: Yeah! It was really busy and everyone was excited to be there, you could feel the energy throughout the whole room. Everyone was inspired by those who were talking on the stage but also from talking to one another. It felt really nice to be part of the event and made you feel special to be amongst like minded people.

Q: if you could take one thing away from the festival what would it be?

A: because I was working there, I enjoyed having conversations with people not just about all thing's beauty but about wider topics such as topics discussing feminism and body image. So many of us have the same worries and anxieties in life (haha) it was just nice to share your thoughts with people and for them to share theirs with me to.

Q: that does sound great I wish I could have gone! Can you finally describe the festival in three words?

A: It was...

"dynamic,
insightful and
so much fun"

By Sally Hunter interviewing Kate Simmons.



GLAMOUR

Life Style Mood Board





GLAMOUR BEAUTY CLUB

THE ULTIMATE BEAUTY REVIEW COMMUNITY

Sample your products with our
beauty-obsessed audience, and
receive product feedback

73%

of GLAMOUR readers agree
"I am more likely to buy
a product if I can try a
free sample of it first"

In extending the concept of togetherness and the community of Glamour, the brand has introduced a membership for avid beauty users to get free products sent to them through the post. In return all the customers must do is feedback what they think. This is therefore encouraging a dialogue which will be shared amongst a community of people. Talking, opening up conversations which is again contributing to the inclusive nature of Glamour.



The background is a vibrant, abstract collage of geometric shapes and patterns. It features a mix of colors including red, orange, yellow, blue, green, and purple. The shapes are layered and overlapping, creating a sense of depth and movement. The overall aesthetic is modern and artistic.

GLAMOUR

Analysis Of Glamour UK's Current
Online and Social Content

Website Analysis

(Glamourmagazine.co.uk, 2019)



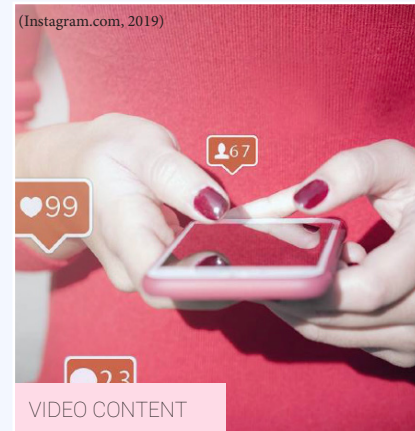
FIRST IMPRESSIONS

From first impressions, the Glamour UK's website seems to predominantly focus on the 5 topics placed in the search bar at the top of the page; Makeup, Hair, Skin, Fashion and Entertainment. It must be noted at this point that such a focus on these topics is absolutely necessary due to the sole nature of the publication. However, I do think there is scope for subjects of a more expansive nature (i.e. conversations open to social, political or cultural debate) to be placed alongside the current subjects.



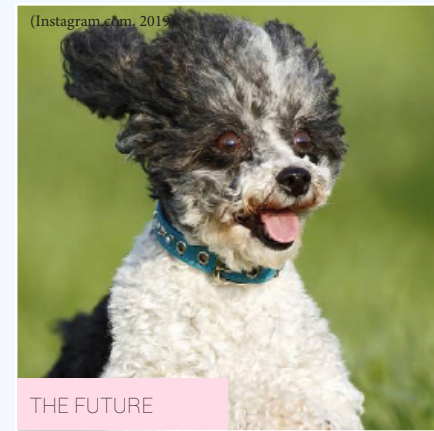
DIVING DEEPER

Although wider subject matters other than beauty, fashion and celebrity culture aren't immediately apparent on the main Glamour UK website, they are there. If you either click on 'More', a drop-down tab will give you access to information on Video, Magazine, Lifestyle, Wellness; Or alternatively by typing in a topic of interest in the search bar. Despite the obvious focus on subjects, Glamour do produce a lot of written content on wider subjects such as feminism, body image, mental health and relationships. Therefore, I would question why the accessibility to these conversations aren't as easily accessible on their main website.



VIDEO CONTENT

Glamour are producing a lot of written content on their website about these wider subject matters, the amount of video content is somewhat less. Condé Nast's digital video saw impressive growth in January 2016, recording 69 million total views for an increase of 150% year-over-year' (Condé Nast, 2016). In response to this, Glamour UK could consider developing their video content via their website as a means of increasing their online usership. This will in turn help circulate and populate the subjects matters at hand.

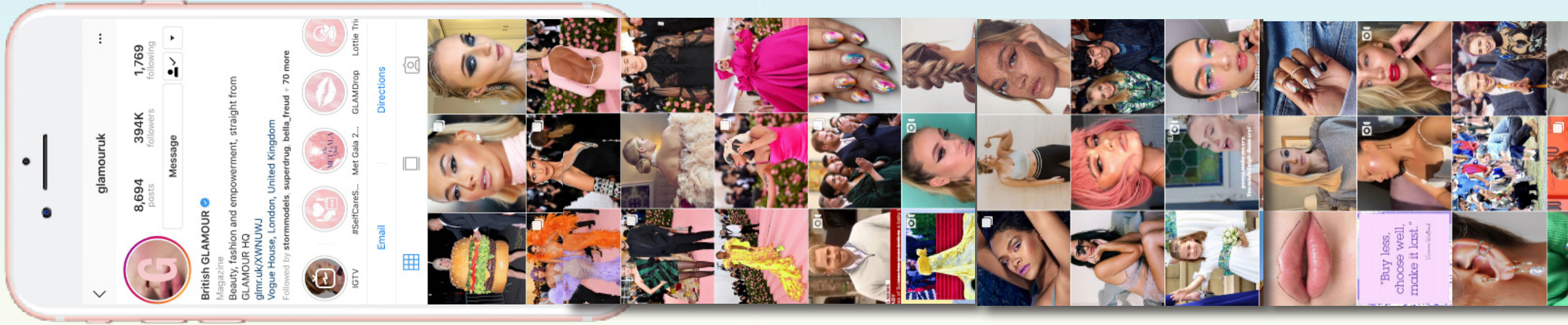


THE FUTURE

The development of their website in relation to what I have discussed could see the introduction of a new main tab on at the top of their web page; one which will allow direct access to video and written content under the heading of 'lifestyle'.

I N S T A G R A M

(Instagram.com, 2019)



Instagram is considered one of the more popular social media sites in today's society and because of this Glamour must provide its users with a constant reel of content. In keeping with the brand itself the images and content provided must include a range of topics ranging from beauty tips and tutorials to posts about body confidence and wider topics of conversations.

Instagram as a platform allows its users to create image content as well as video content. With video content alone the recent update of Instagram allows you to create moments which are created by saving and collating stories under one heading. This is a good way of generating video content and giving it a more permanent and accessible stance on the platform. However, the length and depth of these videos are limited, which in turn restricts further interactions.

INSTANT CONTENT

UP TO DATE

CONTENT SPECIFIC

GLAMOUR BRAND

RELEVANT

DAILY POSTS

A N A L Y S I S



(Glamour UK, Instagram)

'Instagram is a platform the Galmour has previously underused, according to Camilla Newman, Glamour UK publishing director. "We're focused on creating these regular episodic franchises to capitalize more on the platform," (Davis, 18) Therefore, there is room for development, especially that of video content.

BRAND COLLABORATION

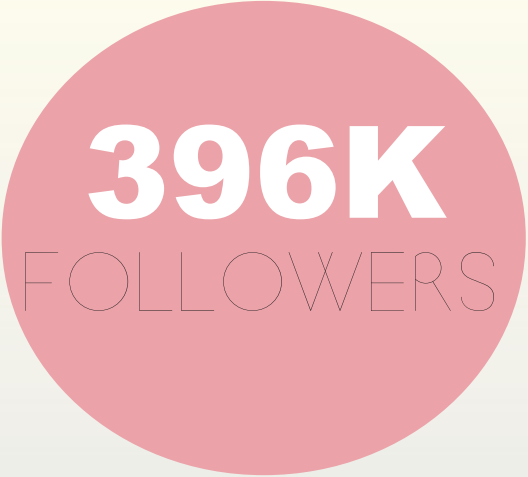
VIDEO CONTENT

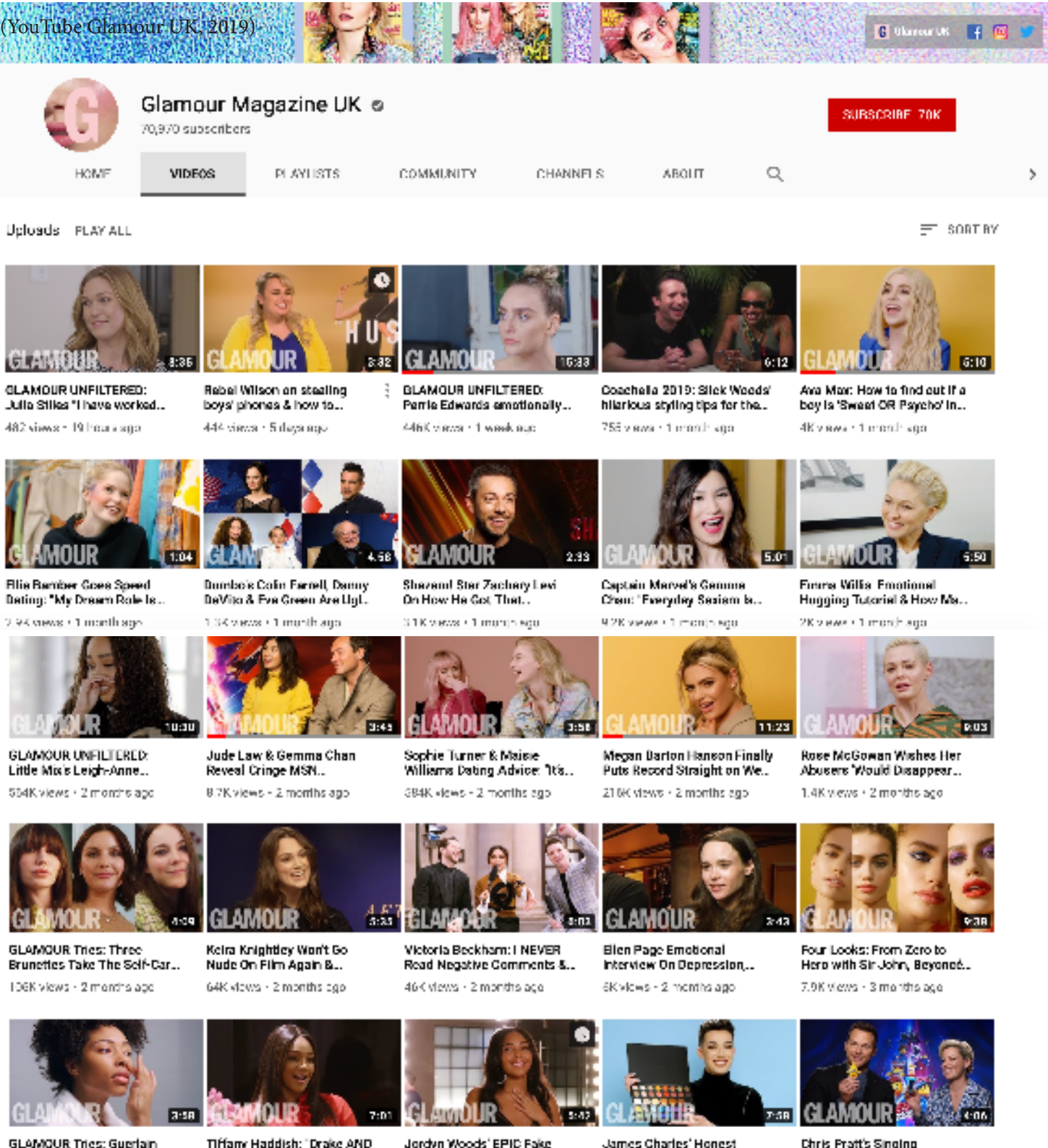
INSTANT SHARING

POINT OF CONTACT

VISUAL ASTHETCIC

INFORMATIVE





GLAMOUR

On

You Tube

Glamour UK's YouTube account has over recorded and produced over 300 videos in the last 6 years, all which consist of content regarding all thing's beauty orientated, celebrity interviews and lifestyle hacks and how to's.

When considering the most popular videos on the Glamour platform, there is a clear rise in popularity of videos which have celebrity guests staring in them. Usually these types of videos consist of celebrities talking about their most recent film or collaboration. However, as of recent this has changed. Glamour UK Has recently introduced the "UNFILTERED" series which brings celebrities into a conversation to discuss real issues that they have had to deal with throughout their lives. By discussing issues such as anxiety and bullying helps create a dialogue which is representable to Glamour UK's target audience.

Due to such a demand for video content which talks about real and sensitive subject matters, I believe this is something which could be explored further on through the Glamour platform.

(YouTube Glamour UK, 2019)



**GLAMOUR UNFILTERED:
Julia Stiles "I have worked...**

482 views • 19 hours ago

(YouTube Glamour UK, 2019)



**GLAMOUR UNFILTERED:
Perrie Edwards emotionally...**

446K views • 1 week ago

(YouTube Glamour UK, 2019)



**GLAMOUR UNFILTERED:
Little Mix's Leigh-Anne...**

564K views • 2 months ago

GLAMOUR

Glamour America have already explored this idea through their YouTube videos. For example, they have playlists of videos which only account for real people's conversations, opinions and facts. Some of these playlists include; 70 people ages 5-75 Answer Questions, Honest Accounts, Different Women Different Salaries and How We Met. All videos of this nature have reached 500,000 videos on YouTube alone, which alludes to the idea that this kind of content has generated a significant interest and therefore something which Glamour UK should consider developing.



**The Time It Takes To Be A
Woman | Glamour**

5.7M views • 2 years ago



**Women with Different
Salaries on What They Spen...**

546K views • 2 months ago



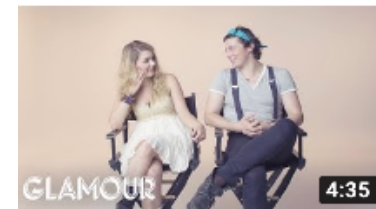
**70 Women Ages 5-75
Answer: What's the Most...**

1M views • 1 year ago



**GUYS READ THEIR
GIRLFRIENDS' OLD
DIARIES S1 E2**

486K views • 3 years ago



**That's Not How We Met: See
How Real Couples' Stories...**

524K views • 2 years ago



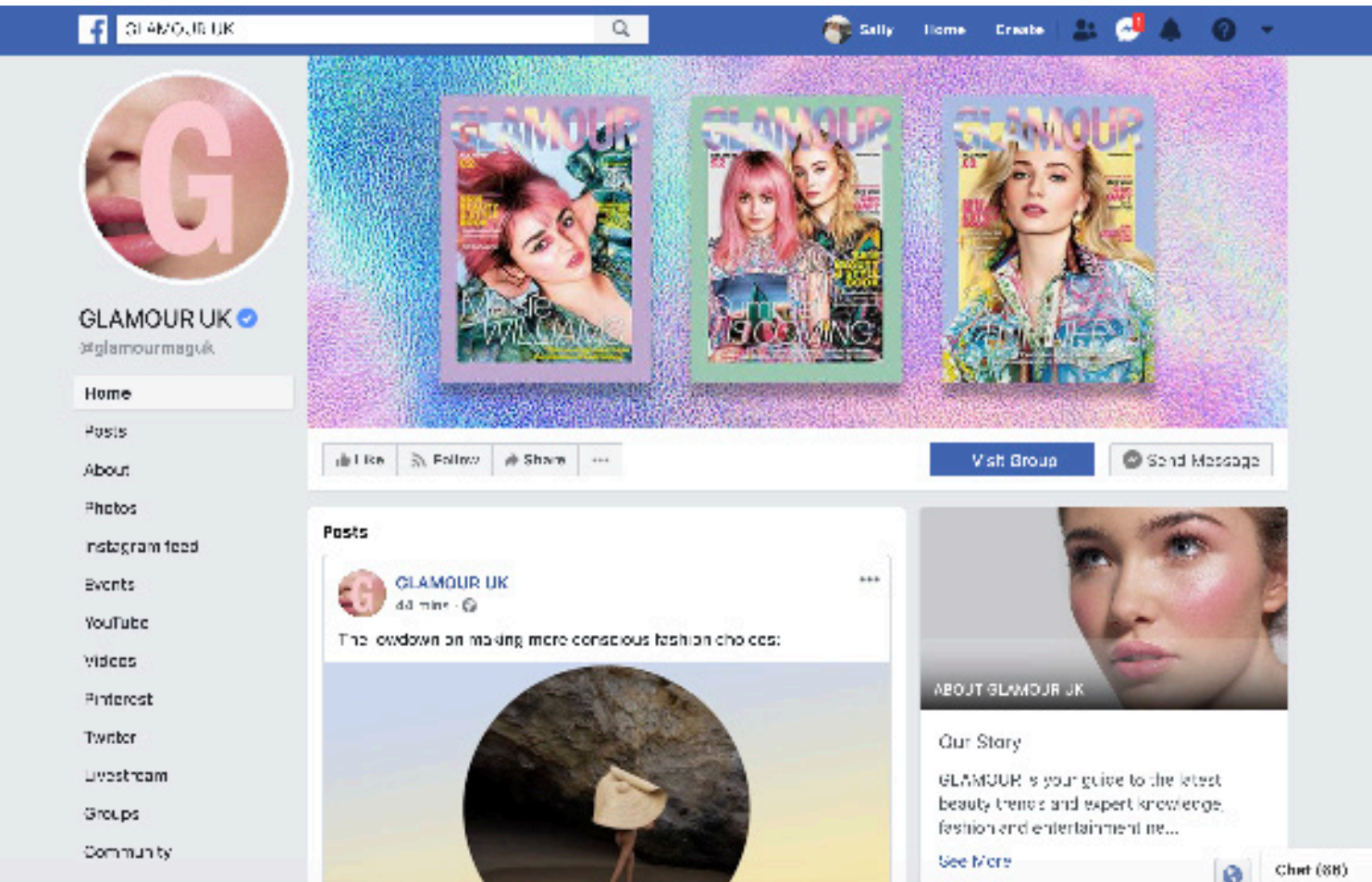
**70 Women Ages 5-75
Answer: What Was the...**

1.6M views • 1 year ago

(YouTube Glamour, 2019)

facebook

Facebook works as a portal which links to other forms of media outlets; for example, their website, YouTube account, Pinterest, Twitter, Livestream, Videos, Groups and Communities. Although Facebook is considered as an older form of social media it is still relevant to publish content on this page due to its streaming and sharing abilities.



(GlamourUKFacebook.com, 2019)

Twitter works very similarly to Facebook in the sense that it links you to other Glamour outlets. However, Glamour's Twitter focuses mainly on promoting content on their website rather than social media platforms. Using Twitter as a platform also works well when it comes to sharing information and online articles.

twitter

(GlamourTwitter.com, 2019)

The screenshot shows the Twitter profile for British Glamour (@GlamourMagUK). The header includes navigation links for Home, Moments, Notifications, and Messages, along with a search bar and a Tweet button. The profile banner features a collage of magazine covers, including one for '2019 BEAUTY & STYLE BOOK'. The profile picture is a circular image with a large pink letter 'G'. The bio identifies the account as 'British GLAMOUR' and provides details about the magazine's content, location, website, and founding year. The statistics section shows 141K tweets, 4,954 following, 487K followers, 3,038 likes, 5 lists, and 20 moments. A 'Follow' button is visible. The main content area displays a tweet from May 1st about a feature on Fergie Edwards. The 'Who to follow' section lists Cosmopolitan UK, Marie Claire, and Marie Claire UK.

Home Moments Notifications Messages

Search twitter

Tweet

G

British GLAMOUR @GlamourMagUK

Beauty, style, entertainment & other fabulous things we think you'll like from GLAMOUR HQ. Instagram: glamouruk

London, England

glamourmagazine.co.uk

Joined April 2005

Tweet in Message

Tweets Tweets & replies Media

4 Pinned Tweets

British GLAMOUR @GlamourMagUK · May 1
IT'S HERE! In Fergie Edwards' first solo interview, she opens up to GLAMOUR UK about her journey with anxiety and learning to overcome it. Head to our YouTube channel for the full video. #BibleMagUK/11071

GLAMOUR

Who to follow Refresh View all

- Cosmo UK Follow
- Marie Claire @mariecl... Follow
- Marie Claire @mariecl... Follow

Find people you know



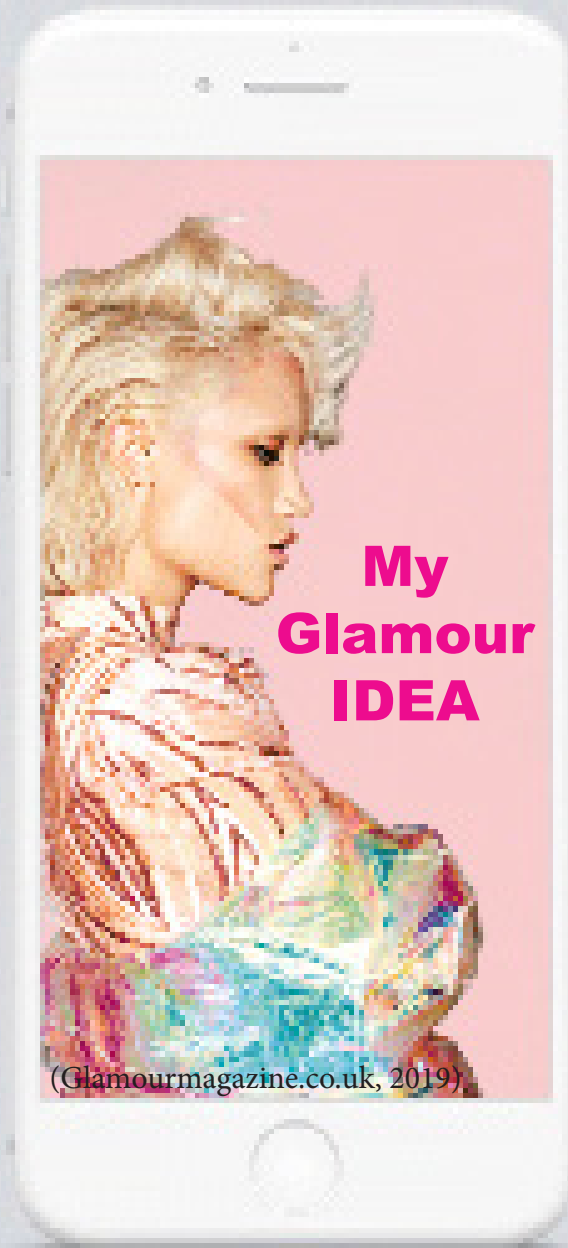
PRINT BI - ANUALLY

“Content is recognisably Glamour but with beauty very much at the forefront”

‘200+ page bi- annual beauty and style bible. The ultimate luxurious immersion into the world of all things beauty related’

Cnda.condenast.co.uk, 2018

Given that Glamour UK predominantly position themselves as an online platform and produce more online content than print, I want to create a video which will be published across all social media platforms. Glamour are opening up new conversations which consist of topics of a sensitive nature and providing its audiences with written and visual content surrounding these topics. Video, out of all Glamour's forms of published content has the least amount of interaction and following particularly on YouTube. This is therefore something which could be developed.



In terms of what my video will be about, Glamour UK seek to promote the concept of inclusivity, diversity and female empowerment, which I to will focus on. In terms of video content, there isn't much out there now which looks at these topics. There have been no videos published on Glamour UK which included 'real people' talking about 'real' subject matters; only celebrity focused interviews. In comparison to Glamour America who have used real people with real stories in their videos, Glamour UK have no content of this nature; this is therefore a gap in the UK market which has seen success in other areas. Therefore, my video will look at filling this gap and providing another dimension of educational entertainment of relevant material which remains true to the Glamour brand.

(Cheng, 2017)

The Main Video



CONDÉ NAST COLLEGE *of* FASHION & DESIGN

In a conversation with Venetia Van Hoorn Alkema, Director of Multimedia Content at Business of Fashion, she gave advice Conde Nast college on what makes for a successful video. This was particularly useful for me as I've never created a video of this nature before. My previous experience of video making is purely vlogs. Video content which will be professionally published under the Glamour name must therefore fulfil a certain criteria...



(Spirou, 2013)

(Venetia van Hoorn Alkema, 2019)

miramira

GLAMOUR

V i d e o C r e a t i n g

with

*Venetia Van
Hoorn Alkema*



(CondéNastCollege Instagram.com, 2019)

1. E d u c a t e

Think about what your video is trying to say to its audience
What do I hope to achieve by creating this video?
Will I leave a lasting impression?
Will people be thinking about this video after they've watched it?
Will it be brought up into conversations with friends?

2. E n t e r t a i n

Obviously this is a huge part of being a video creative
Making a stance on something and making it look beautiful at the same time
There are different types of entertainment, ways of entertaining differs depending on the purpose of the video.
Audio is very important when it comes to entertaining- it must also be appropriate for your theme and style of video.
Budgeting- entertaining on a budget can be done
Content is the most important thing... then the way you edit.
TRY EVERYTHING

3. A m p l i f i c a t i o n

Make sure there is enough time to film everything- you need more content than you think to make a whole film.
Use what you've got available to you- step in where necessary
How are you going to make the most of what you've got?

**“COMPLETE ALL THREE
AND YOU’LL HAVE YOURSELF
A CRACKING VIDEO”**



(Venetia van Hoorn Alkema, 2019)



How Glamour Create Content

As of 2018 'Condé Nast Britain's fashion title Glamour has revamped its content and commercial strategy to align with its new future as an almost entirely digital brand' (Davis, 2018)


With digital content at the forefront of Glamours new identity, 'the company has downsized from 55 to 40 people and created a 5 person video production team redefining its editorial direction and distribution' (Davis, 2018)

Glamours newly appointed chief content editor, Deborah Joseph, states "the goal is to cultivate a loyal, engaged audience and a strong brand identity across all digital platforms" and video content will help to achieve this.

Of course beauty, culture and fashion are key editorial areas that will always move synonymously with the Glamour brand; celebrity stories are also considered as 'news sweet spots' for Glamour so they will also remain. However, Deborah Josephs also recognised the need to create more 'in-depth' pieces of entertainment. She states "We're not just going for news content but quality content," Joseph said. "Quick news is a win for driving traffic, but for building loyalty, it's the intelligent in-depth content that works better" (Davis, 2018)




RECENT GLAMOUR POSTS DISCUSSING 'IN DEPTH' CONTENT



#YOUKNOWME
#YOUKNOWME
#YOUKNOWME
#YOUKNOWME
#YOUKNOWME
EMPOWERMENT **OWME**

People are sharing their abortion stories in the most powerful way on social media


17 MAY 2019



BEAUTY

People are sharing their stories #behindthescars in an incredibly empowering social media movement


22 MAY 2018



CAREERS

Having a nanny is symbolic of the rising ambition of strong independent women, here's why...

01 JUN 2018



BODY POSITIVITY

This body shaming post is going viral for a very important reason

19 FEB 2019



JAMEELA JAMIL

Jameela Jamil said her abortion was the 'best decision she's ever made'

15 MAY 2019

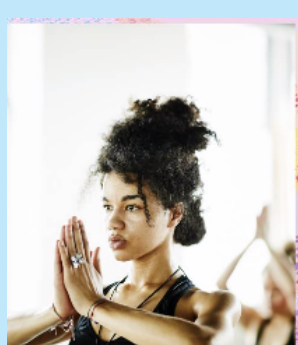


ANXIETY

On My Mind: Anxiety can be both good and bad but here's how to determine when it's unhealthy

...And what to do about it.

14 MAY 2019



FITNESS & EXERCISE

How yoga can totally transform your mental health

Namaste.

17 MAY 2019



MENTAL HEALTH

Millie Bobby Brown is completely right; activism IS good for our mental health

It can boost your self-esteem and make a real difference to society.

21 MAY 2019

By glamour discussing 'real' and more relatable topics, they are also increasing their audiences and further promoting their inclusive and diverse nature. Woman feel as though they can relate by reading these features giving them a sense a belonging and reliability with the brand.



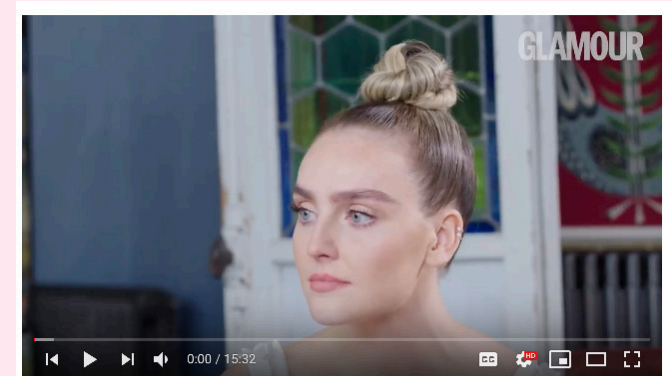
(Glamourmagazine.co.uk, 2019)

Video Content

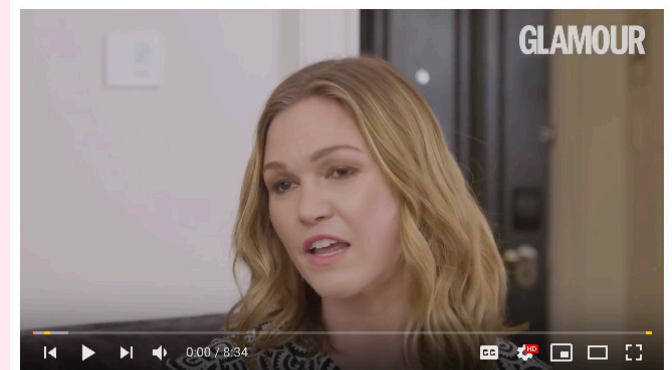
discussing

REAL SUBJECT MATTERS

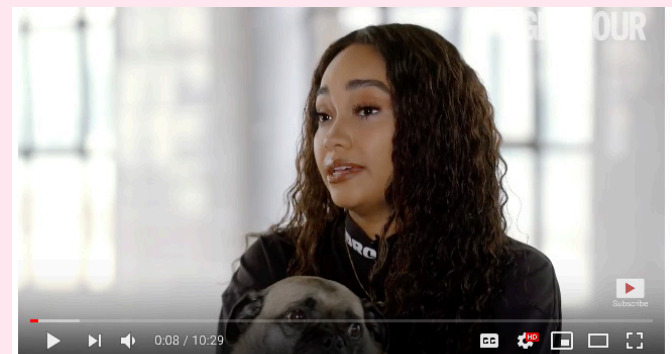
On the Glamour YouTube account there are only 3 video series out of 24 which discuss 'Real' and 'relatable' subject matters. These conversations consist of topics such as anxiety, bullying, pay gaps and mental health. Out of the 3 videos only 1 of them uses the opinions of real people and has only used American participants. The two other videos discuss only celebrity opinions, which again aren't particularly relatable as they're discussing issues which have come about due to their celebrity status. Therefore, I believe there is scope for Glamour UK to introduce a new video series which looks at only using 'real' participants discussing 'real' topics and giving their most honest opinions.



GLAMOUR UNFILTERED: Perrie Edwards emotionally talks about the crippling effects of her anxiety.
487,722 views 25K likes 94 comments SHARE SAVE ...



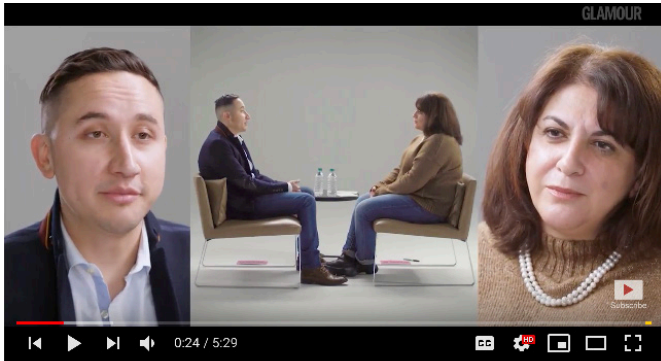
GLAMOUR UNFILTERED: Julia Stiles "I have worked with bullies - one screamed in my face" | GLAMOUR UK
1,258 views 45 likes 0 comments SHARE SAVE ...



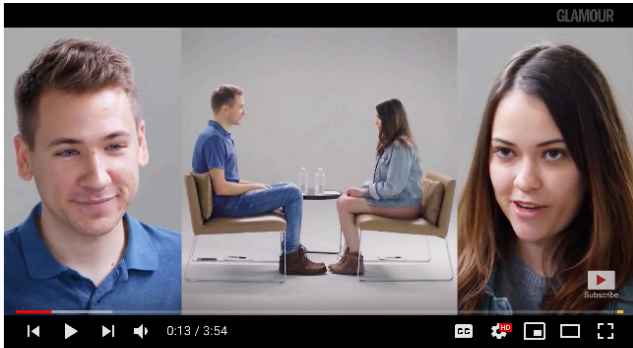
GLAMOUR UNFILTERED: Little Mix's Leigh-Anne Pinnoch Breaks Down In Tears In First Solo Interview
570,311 views 23K likes 117 comments SHARE SAVE ...

GLAMOUR UNFILTERED

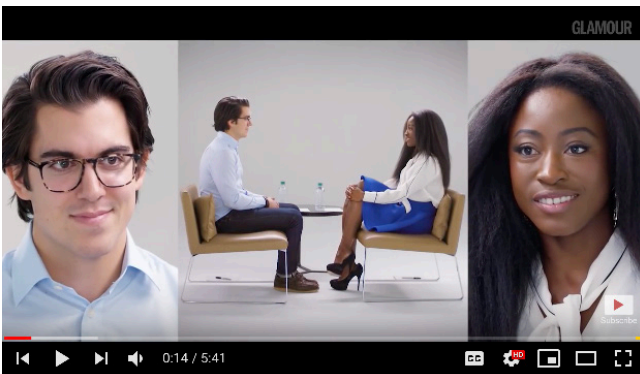
(YouTube Glamour UK, 2019)



Confronting the Pay Gap: Two Digital Strategists Compare Salaries | Glamour UK
2,948 views



Confronting the Pay Gap: Two Graphic Designers Compare Salaries | Glamour UK
3,805 views



Confronting the Pay Gap: Two Sales Executives Compare Salaries | Glamour UK
1,162 views

GLAMOUR CONFRONTING THE GENDER PAY GAP



3 Mindful Minutes With Jody Shield: Tips On How To Start Your Day Right | Glamour UK
1,560 views



3 Mindful Minutes With Jody Shield: How To Find Your Zen | Glamour UK
1,320 views



3 Mindful Minutes With Jody Shield: How To Thrive In Social Situations | Glamour UK
798 views



3 Mindful Minutes With Jody Shield: How To Relax Your Busy Brain | Glamour UK
813 views

GLAMOUR THREE MINDFUL MINUTES

When thinking about what topics could be used for this new video series, a discussion could be created by using the already written articles and giving them another dimension. Bringing the writing word to life and giving the articles a dialogue of responses from Glamour readers.



G enerating C ontent

For this new Glamour series, I would like to propose that each month would consist of a new theme and each week would see a new 5-minute video discussing a topic under the specified theme. To help show how this could be done I will conduct a PEST analysis and mood boards for each subject matter.

Political



The Alabama Abortion Bill was passed in May 2019 and has caused outrage across all countries. The bill outlaws the procedure in virtually all circumstances, with no exceptions for rape and incest. Glamour UK has published an article in the wake of the news, which looks at how women have been taking to social media to share their own experiences in a bid to change the narrative around abortion, including actress and talk show host Busy Philipps, who encouraged women to share their truth with their pro-choice hashtag #youknowme' (Hastings, 2019). Responses of these women have been flying in through Twitter of women sharing their own experiences. For video content we could get women's responses to these tweets whilst also giving their own opinion and personal stories on the matter at hand.

(McLaughlin, 2019)



(North, 2019)



(Hastings, 2019).



(Chandler, 2019)



(Harvey-Jenner, 2019)



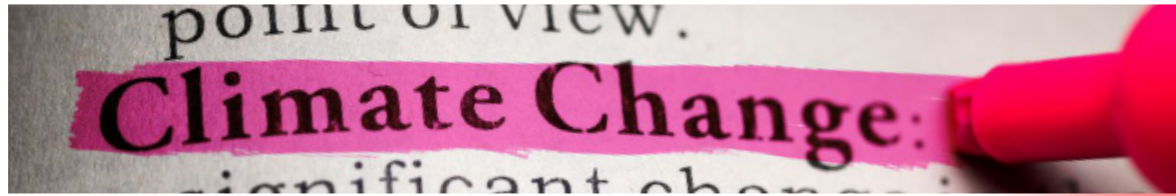
E n v i r o n m e n t a l



(Volpicelli, 2019)

In April 2019 the Extinction Rebellion protests hit the streets of London with ten-day marches, arrests and widespread disruption. Whilst the protest is ultimately used for positive reinforcement against climate change and global warming, the activists also caused a lot of harm to the streets of London and general workings of the city. They cause 'more than £6000 of damage as the Shell Headquarters in Belvedere Road, they glued themselves to the top of trains, marched on London Heathrow, staged "die-ins", glued themselves to the entrance of London stock exchange and chained themselves to Jeremy Corbyn's home" (BBC News, 2019). The subject of climate change, global warm and how concerned the UK are about this subjects could be used in a video.

(Arnold, 2017)



(North, 2019)



BBC News, 2019



(Richter, 2016)



S o c i a l

Facing up to beauty norms is a huge talking point in society right now. As the social media generation, many of us are infatuated with how we are portrayed visually and aesthetically on platforms such as Instagram and Facebook. Celebrities endorsing cosmetic surgery, makeup and the ideal body shape have been leading the sites search engines and discover pages. However, things are beginning to change, activists, journalists and those who want to influence for more than a monetary purpose are challenging the body and beauty ideals. The GLAMOUR platform is also paving the way for such conversations and I believe that this video series would sit well in support of the surrounding topics.

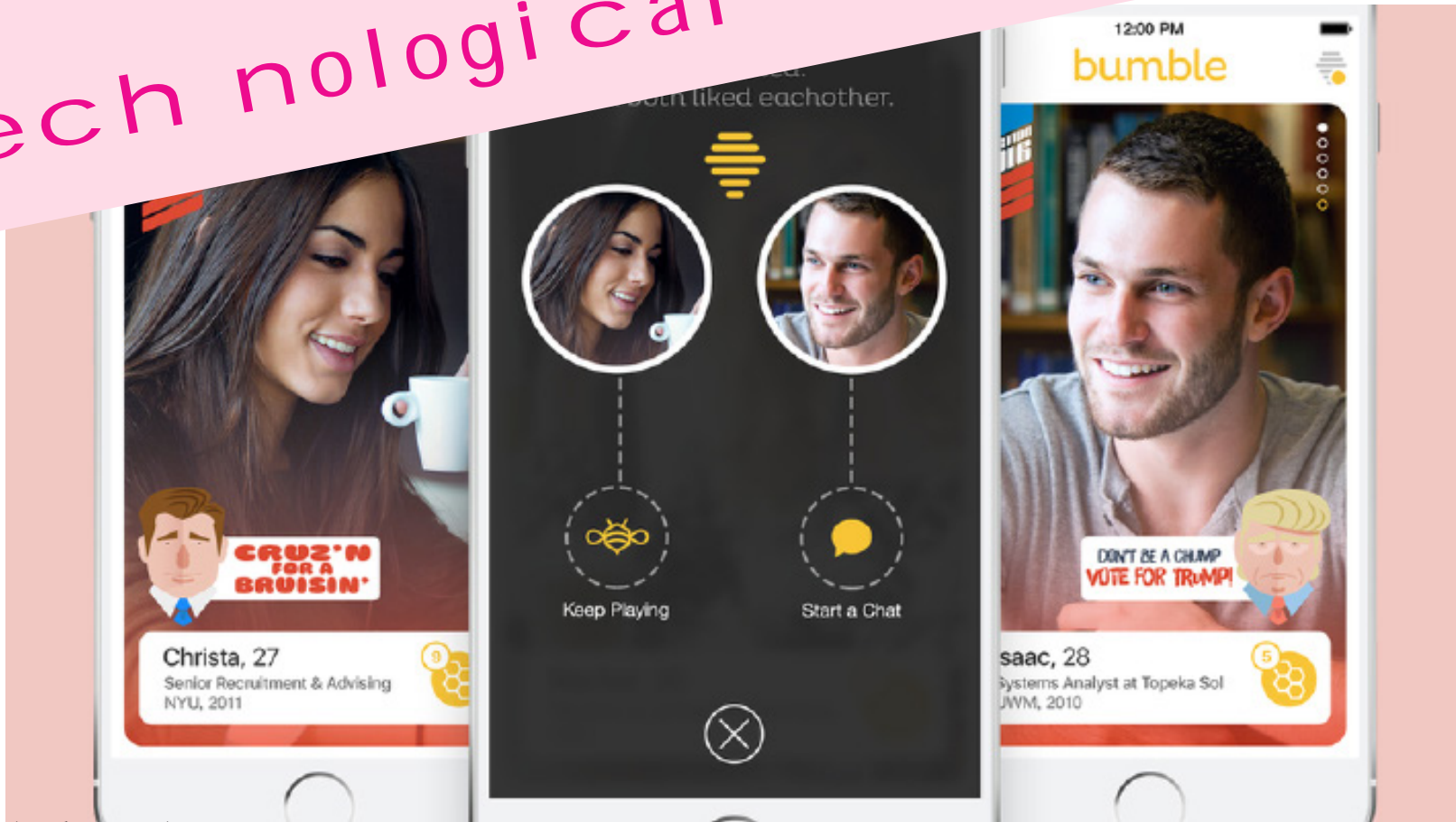


(Hopper, 2019)



(Harvey-Jenner, 2019)

Technological

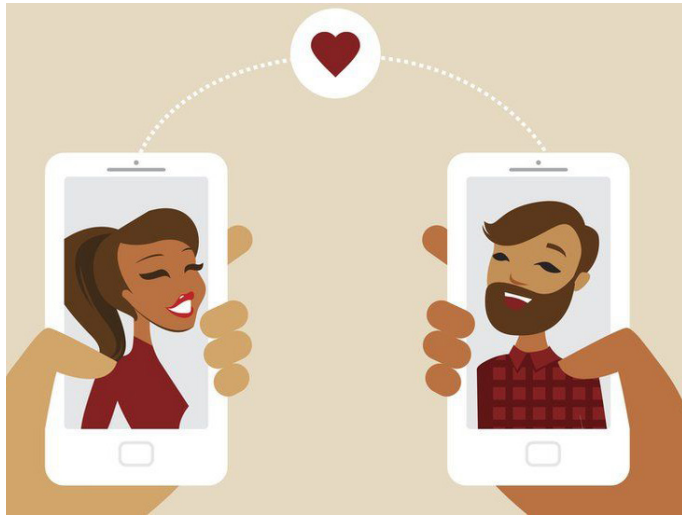


(Frisbie, 2016)

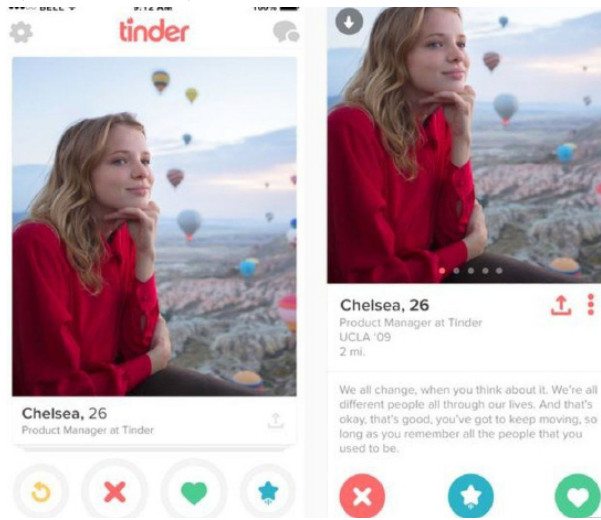
Are dating apps making it easier or harder to date?
Is it possible to find love without social media?

It could be an interesting talking point to find out how young people date in comparison to how their mums used to or still go on dates. Over the last 10 years dating apps and sites have become more prevalent and are now being used by young people to find potential partners and love interests. WIRED did an article titled "How Technology Is Changing The Way We Love", which discusses how a couple met online more than 15 years ago and how their experience differed drastically to how we associate online dating today. They would send long emails to one another rather than short, instant, emoji filled messages; they would learn each other's daily patterns due to the nature of their replies rather than performing archaeological digs on each other's social media sites, stalking their days and locations. Love is about growing to know someone and in turn growing closer to them (Rubin, 2018). I think it could be interesting to discuss how social media and technology is effecting our love lives.

(BBC News, 2019)



(Brown, 2016)



(Dimitriadis, 2017)



For my final video I decided to concentrate only on one topic of interest from these themes. From the 'Social' bracket, body image and body confidence is a conversation which is continuing to grow throughout general media. Brand such as ASOS are now celebrating a woman's unfiltered look by choosing to keep images of models with stretch marks and other natural marking visible on their websites and social media channels. Instagram is also playing a large role in this conversation, as celebrity influencers are sharing their unfiltered pictures and videos to help generate conversations surrounding unrealistic body goals. Previous articles by Glamour have also looked into these subject matters and therefore I believe a video discussing woman's body choices would be in fitting with the Glamour brand.



(Hastings, 2019)

EMPOWERMENT

This empowering photo series celebrates natural body hair in all its glory

My main inspiration for this video came from the above article discussing the Ben Hopper, 'Natural Beauty' photoshoot; which photographs a cohort of women of all different shapes, sizes and ethnicities who have grown their body hair.

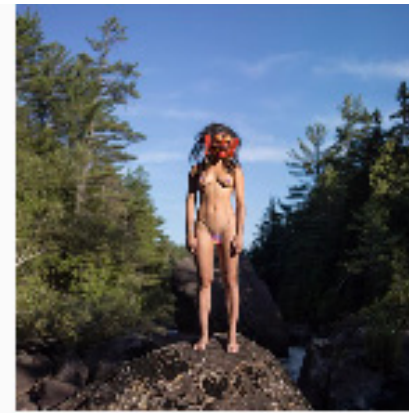


(BenHopperInstagram.com, 2019)

ABOUT THE PHOTO- GRAPHER

'Hopper showcases beauty of the human form and utilises his photography to explore sexuality, challenge identity and gender. He strives to raise awareness surrounding nudity censorship and social taboos. His current and future projects dive into the nature of our core emotions and the human condition.

Hopper's personal work has reached a wide online audience through media outlets including The Huffington Post, BuzzFeed, ELLE, The Guardian, The Daily Mail, GQ and more. His controversial project 'Natural Beauty' sparked a global discussion after going viral in early 2014. It reached tens of millions and shaped a cultural trend of women letting their armpit hair grow.' (Hopper, 2019)





M aking it into a G lamour V ideo



Taking inspiration from the Glamour America videos, I wanted the layout of the video to remain very simple. Through doing this I also kept the costings of the overall production at a minimum which is something a creative video production team would also have to take into consideration. For the content of my video I showed a group of girls, who fall within the Glamour demographic, the photos by Ben Hopper of 'Natural Beauty'. The introduction to the video consists of their initial facial reactions and progresses onto them responding to questions such as "how concerned are you with your own body hair?" and "does body hair diminish beauty?".



F i n a l

T h u m n a i s



Second Opinions From People in Industry



Sally Hunter <sallyhunter9@googlemail.com>
to Josephine.judd ▾

Tue, May 7, 4:50 PM ☆ ↩️ ⋮

Hello Josie,

I'm currently on the diploma course at college (Hannah forwarded me you details) and was wondering if I could pick your brains about what I'm doing for my final project. If you've got any free time for a coffee I'd so appreciate and could really help me with what I doing.

Just as a bit of an overview... I'm in the process of doing a video series for Glamour UK which looks at interviewing real people about real subjects (cultural, social, political etc). Still a work in progress but would love to explain more to you.

Hope to hear from you,

...

Sally



Josephine Judd
to me ▾

Wed, May 22, 9:00 PM (9 days ago) ☆ ↩️ ⋮

Hi Sally,

sorry for the late reply, are you free this week!

Hope everything is going well for your final project.

Kindest,

Josephine

...



Sally Hunter <sallyhunter9@googlemail.com>
to Josephine ▾

Thu, May 23, 11:07 AM (8 days ago) ☆ ↩️ ⋮

Hi Josephine,

I'm not free now until next week, but anytime at all next week would be great; I could come to your office (and bring coffee) just for a 10 minute chat? would that be any good for you?

Best,

...



Josephine Judd
to me ▾

Thu, May 23, 11:25 AM (8 days ago) ☆ ↩️ ⋮

Hi Sally,

No worries, when is best for you next week?

There is a free coffee in the office too !

Kindest,



Sally Hunter <sallyhunter9@googlemail.com>
to Josephine ▾

Thu, May 23, 12:08 PM (8 days ago) ☆ ↩️ ⋮

Hi Josephine,

How does Wednesday at 2pm sound?

Best,

Sally

I got in touch with Condé Nast graduate, Josephine Judd who is currently working as a video intern at Condé Nast International, for some feedback and advice on the work I have produced. Her response to the final video was positive, saying the overall look of the video was very 'on brand' and she thought it would sit well alongside other Glamour content- i.e. the content was driven by real and authentic stories and opinions. She also mentioned how the project could be developed further through franchising and the development of an editorial video to commercial. Glamour do not currently franchise any of their work and therefore this could be something they could look to develop. By granting other brands permission to produce a video in the same format as the one I have developed, under the Glamour name, could be a way of turning entertainment content into a business model.



I also tried to get in touch with someone who worked on the video production team at Glamour UK for some first-hand advice and feedback. Unfortunately, the meeting did not go ahead. Although I was persistent, this person has a very busy job role at Glamour and I'm sure if they had more time would be have been happy to help.



(Sprout, 2019)

T u t o r i a l F o r m s

IFCP TUTORIAL FORM

CONDÉ NAST
COLLEGE of
FASHION
& DESIGN

Tutorial No: 1

DATE: 30 / 4 / 2019

STUDENT NAME: Sally Hunter

TUTOR NAME: Gemma Peterson

COURSE: VF Diploma

UNIT: IFCP

Questions / points of discussion:

Content for video?

How I am going to time manage

Name of the video

How I am going to get participants

Development from presentation

DISCUSSION / OBJECTIVES:

I need to start thinking about a more niche topic.
My discussion currently is too broad.

Think about doing a PESTEL analysis to help generate ideas.

Look at all the Glamour videos for inspiration visually and for formatting

Also get in touch with Josephine Judd (old student) organise a meeting with her to help as she is a Video production intern at Condé Nast International- Will be beneficial, need to get her email of Hannah.

Focus less on the video for now and more on the research

RESEARCH IS KEY

Student Sign: Sally Hunter Tutor Sign: Gemma Peterson

Condé Nast College of Fashion & Design | 2018 – 2019

IFCP TUTORIAL FORM

CONDÉ NAST
COLLEGE of
FASHION
& DESIGN

Tutorial No: 1 / 2 / 3

DATE: 15 / 04 / 2019

STUDENT NAME: Sally Hunter

TUTOR NAME: Hannah Shakir

COURSE: VF Diploma

UNIT: IFCP

Questions / points of discussion:

Thinking of a way to compose the final video

Interview techniques

Topic of conversation

Overall design of the research book

How I am going to get people to be involved.

DISCUSSION / OBJECTIVES:

The content

Need to use 3-5 people (actually think I'll be able access more than this after speaking to people in the college)

3 different question which will then turn into 3 separate videos- not too much work due to the fact my video will have a very simple format. Done in the studio, white background 3 camera angles- two front, one side profile- Taken inspiration for this from other YouTube videos.

Think about the narrative- look at what I currently been discussed. The more niche the better. Question what people are talking about in the media- maybe do a PESTEL analysis of current affairs.

Topics people don't usually want to talk about but will generate content (interesting Content)

"body hair"
"contraceptive pill for men"
"Abortion rights- surrogacy"
"Pride month- June"

Need to create more specific talking points.

Definitely using real people... but also if I can include celebrities alongside 'real' people this emphasises the Glamour value of inclusivity.

Student Sign: Sally Hunter Tutor Sign: Hannah Shakir

Condé Nast College of Fashion & Design | 2018 – 2019

IFCP TUTORIAL FORM

CONDÉ NAST
COLLEGE of
FASHION
& DESIGN

Tutorial No: 3

DATE: 26 / 05 / 2019

STUDENT NAME: Sally Hunter

TUTOR NAME: Sep Malek

COURSE: VF Diploma

UNIT: IFCP

Questions / points of discussion:

Audio help with video

How to make smoother transitions

Animation help

Exporting the final video on a Dlink

DISCUSSION / OBJECTIVES:

Showed me how to do audio smoothing- Cross dissolve feature

Transitioned need to experiment with them.

Animation need to import the animated background and then place into video like normal.

Exporting video will be done at a later date in a class with him before submission.

Student Sign: Sally Hunter Tutor Sign: Sep Malek

Condé Nast College of Fashion & Design | 2018 – 2019

G ant C h art



(Sprout, 2019)

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