

ABSTRACT

This project is inspired by the cloth wear which is own by an acquaintance of myself. After discussing with the owner, there's an inspiration to make fashion photography for the display of the store. After being their customer for quite a period of time, this inspiration give the drive to complete the photography work with the brand's styling in mind. The brand, which target young and lively audience with a vintage taste to the cloth, it create slight uniqueness to the clothing which appeal to the mass. Even though it's a casual wear, with their designs, it makes their clothes easy to wear with any style.

The purpose of this project is to create display photography for Oldskull Shop. To elevate the brand identity, the photography could help attract more people into giving the brand consideration. This project is meant to promote the brand in a positive way, to create positive reinforcement.

What the author expect from this thesis project is that more people would acknowledge this Oldskull brand more and be interested to becoming a loyal customer to the brand. With the growth of the brand, which they are expanding throughout Asia this project would be use to promote the brand's identity. So having this project been shown to the mass, it could boost up the brand and also my work.

