

APPAREL AND ACCESSORIES

Fusing of the real and the hyper-real

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*Brands see the emerging picture. Image courtesy of More or Less Magazine.
Photography by Max Farago*

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We can now control the visual world we surround ourselves with, and it is becoming more personal.

In 2019, our visual landscape reflects far more than fleeting fads, likes and shares. We are surrounded by images that capture passionate, beautiful, contentious, messy cultural conversations about values; how we express our individuality and experiences, and how we find refuge in tumultuous times.

It is a snap

On Instagram, the trend for pale pinks and avocados on toast started to wane, being replaced instead with something much more authentic private moments and images that spark discussion about mental health.

We are no longer waiting for creatives to shape our visual worlds instead, people are using technology to elevate and share their own unpolished, raw, authentic moments in full, vivid color.

Each day, 95 million photos are uploaded to Instagram, and people watch 100 million hours of video content on Facebook. Gen Z and millennials are leading the charge but all ages are in on it, powered by mobile-first platforms that allow on-the-go content and livestreams on social media.

Brands are finding clever ways to harness our desire to create our own images.

For example, clothing company American Eagle launched its #aerieREAL campaign, asking women to post unretouched photos of themselves and celebrate body positivity.

Furniture companies from West Elm to Wayfair invite users to post photos of their new products, letting consumers see how they look in a real home.

Tools and communities are emerging to embrace this new creative impulse too, which gives creatives of all generations the opportunity to create, edit and share videos across devices.

DIVERSITY RULES in creative democracy, both in front of the lens and behind it.

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