



PHOTOGRAPHY
STUDIES COLLEGE

A woman with her hair pulled back, wearing a strapless, bright pink top with two large fabric roses on the bust, a long pink capelet, and black high-waisted trousers. She is standing on a Parisian street with a historic building featuring arches and balconies in the background. Several cars are parked or driving on the street. The scene is brightly lit, suggesting daytime.

**PARIS FASHION WEEK:
STREET STYLE FASHION
PHOTOGRAPHY WITH
ELLI IOANNOU**



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PARIS FASHION WEEK: STREET STYLE FASHION PHOTOGRAPHY WITH ELLI IOANNOU

22 June to 28 June 2024

Join fashion photographer Elli Ioannou on a unique and immersive experience of haute couture in Paris for street-style fashion photography.

This workshop offers hands-on work experience with street style fashion photography and includes opportunities to photograph a minimum of x1 show inside with Elli Ioannou.

ABOUT ELLI IOANNOU

Elli Ioannou is an International award winning fashion photographer, photomedia educator, mentor and artist. With over 17 years experience as a fashion photographer within advertising and editorial fields, Elli has also written and delivered fashion photography + film programs in undergraduate and Masters level degree courses in Australia including Photography Studies College. In Paris, Elli also taught at Parsons Paris and Paris College of Art.

Originally from Australia, Elli relocated to Paris in 2016 on a search for personal + professional expansion. Having lived and worked in NYC, Milan, London, Sydney and Melbourne, Elli claims Paris as the city which 'chose her'!

Elli has been officially accredited media at Paris Fashion Week since 2016. This has provided valuable global network and insights into the fashion industry beyond photography, which she shares within her many programs.

More about Elli Ioannou: www.elliioannou.com/about

TRIP OVERVIEW

Accommodation: Allow for 7 nights (not included in the price)

Meals: Welcome Dinner (excluding drinks)

Group Size: 2 Minimum, 10 Maximum

Price: \$3900.00 AUD (Early Bird until 31 May, \$3500.00 AUD (exclusive for PSC students and alumni only)

Deposit: \$500.00 AUD (deposit is non-refundable)

Experience the exhilarating and dramatic scenes of the atmosphere outside a Paris fashion show, guided by Professional Photographer Elli Ioannou, which is unlike any other, with the combination of Haute Couture & Paris. Gain exclusive access to undisclosed locations for street-style outside fashion shows, including; Dior, Schiaparelli, Jean Paul Gaultier, Valentino, Chanel and others.

WORKSHOP OUTCOMES

International work experience, refine camera craft skills, extensive digital folio content for self publishing book, website exhibition, social media marketing with the context of a structured Project Brief.

PROPOSED SCHEDULE

Day 1: June 22 2024 | Introduction & Foundation | 9am to 5pm (1 hour for lunch)

- The process of shooting at Paris Fashion Week - an overview before fashion week begins
- Project Brief 01 - assigned and discussed
- Social Media - Instagram overview specific to Paris fashion week guide
- Feedback review on site with Q&A time
- Welcome Dinner

Day 2: June 24 2024 | Paris Fashion Week Haute Couture Live | 9am to 3:30pm

- Shooting in teams of two around fashion shows street style (Project Brief 01)
- Downloading and backup of images and the end of each day
- Submit five images from each location to instructor via We Transfer or Dropbox
- Upload one image on Instagram

Day 3: June 25 2024 | Paris Fashion Week Haute Couture Live

- Shooting in teams of two around fashion shows street style
- Downloading and backup of images at the end of each day
- Submit five images from each location to instructor via We Transfer or Dropbox
- Upload one post or story on Instagram

Day 4: June 26 2024 | Paris Fashion Week Haute Couture Live

- Shooting in teams of two around fashion shows street style
- Downloading and backup of images at the end of each day
- Submit five images from each location to instructor via We Transfer or Dropbox
- Upload one post or story on Instagram

Day 5: June 27 2024 | Introduction & Foundation

- Shooting in teams of two around fashion shows street style
- Downloading and backup of images at the end of each day
- Submit five images from each location to instructor via We Transfer or Dropbox
- Upload one post or story on Instagram

Day 6: June 28 2024 | Post Production, Project Brief 01, Student Presentation & Submission 10am - 5pm

- Selection of Images, post production, feedback and presentations
- Student presentation and submission of images
- Feedback review on site with Q&A time

WORKSHOP DIRECTION AND FOCUS

The workshop emphasis is on creating a visual narrative using photography, with a technical focus on refining camera craft in both lighting and composition. With the guidance of Elli Ioannou, students will explore the relationship between fashion portraiture, existing with the architectural backdrop of Paris.

Students will complete work based on Project Brief 01, which will be assigned on Day 1. The project brief outlines the objectives and learning outcomes. Topics include capturing of the atmosphere, people, architectural surrounds, and street-style fashion photography.

SUBMISSION PROTOCOL

Portfolio of images selected submitted as JPEG in folder within 14 days of completion of the workshop.

(Detailed submission protocol outlined in Project Brief 01)

ASSESSMENT METHODS

- Fashion week portfolio for self-publishing or website with written feedback given 14 days from completion of workshop.*

*Feedback report is not formally assessed

PROJECT BRIEF

The Project Brief for the workshop outlines the objectives and learning outcomes so that:

- Students have a clear goal whilst shooting as well as a post production day
- Create and compile the work produced based on a visual narrative of Paris street-style fashion photography
- Focus on fashion portraits, capturing the atmosphere of people and architectural surrounds
- Students will receive a written feedback report within 2 weeks of completion based on the work submitted (not formally assessed)

TESTIMONIALS

"The Haute Couture Fashion Week workshop certainly made a large impact on my life and my pathway in photography, becoming one of my greatest achievements and I am grateful to have been able to have such an amazing opportunity."

Elli was very kind and easygoing, very easy to discuss my work with if I had any problems and I felt very comfortable to discuss any improvements or problems and she teaches us new ways of shooting and also how to present our work."

- Jamie McPherson - PSC First Year Bachelor of Photography

"I would recommend this workshop for someone starting out in fashion photography. This was a perfect way to be part of the amazing fashion world in Paris and have an insider's look into the basics and what is needed to shoot fashion week."

Elli ran the workshop in a way that was clear and enjoyable. We were able to experiment and go at our own pace while also being pushed to go out of our comfort zones throughout the whole week. She was helpful with any issues we had and created a safe environment."

- Frea Norman - PSC First Year Bachelor of Photography

LEARNING OBJECTIVES

Upon successful completion of the course, students should have the following skills and knowledge:

- Understand the use of light (both natural and artificial) within the context of street fashion/ portraiture
- Increased ability to create dynamic compositions
- Understand how to capture people in an environment where the subject matter is the people
- How to approach and direct real people in an unfamiliar environment
- Refine camera craft skills - quickly evaluate lighting and composition within an environment under various scenarios
- Attain an overview of photographing street-style fashion portraiture at Paris Fashion Week

EQUIPMENT REQUIREMENTS

- Camera (DSLR) & 24-105mm lens or similar (Fixed lenses are also welcome, but you'll be more limited)
- 2x SD memory cards 16GB or 32GB (2 cards minimum)
- 1x external Hard Drive (minimum 250GB)
- 2x batteries for Camera (to have on rotation)
- European adapters for charging your devices
- Laptop for downloading end of each day
- iCloud access
- Small camera bag (nothing big or bulky)
- Adobe Creative Suite



TERMS AND CONDITIONS

This photography workshop is organised by Photography Studies College in collaboration with Elli Ioannou and Entourage Travel.

WORKSHOP FEES

Workshop fees include the following:

- Tuition for Paris fashion photography street style at Haute Couture week with fashion photographer Elli Ioannou
- Live fashion week workshops (2x shows per day)
- Information and behind the scene insights to Paris fashion week as an industry
- Guidance of photo essay portfolio of hero images (60 - 100 images)
- Social media and Instagram guidance for folio and network development

NOT INCLUDED IN THE WORKSHOP FEE

- No guaranteed access inside the fashion shows (previous attendants have had at least one show access, shooting with Elli).
- All food costs
- Public transport, Taxi, Uber fees
- Accommodation
- International flights and travel insurance

Andrew Denishensky (Entourage Travel) can assist you with your flight and accommodation bookings for a service fee of \$150.00 AUD. Email: adenishensky@entourage.travel

NOT INCLUDED IN THE WORKSHOP FEE

\$500.00 AUD non-refundable deposit is required to secure your spot. This deposit is part of your payment and will be deducted from your fees.

Early bird payment must be received in full by **May 31st 2024**.

INSURANCE

Your facilitator has Public Liability insurance in France, but all participants must also have travel insurance which should also cover your equipment, including smart phones and laptops.

Insurance is essential for both land and air arrangements.

WORKSHOP CONDITIONS

- Submission of daily images and final work in accordance with Project Brief *01*
- Social media content shared and credited in accordance to the Workshop guidelines
- No sharing or disclosing exact locations of the workshop on social media (This course is delivered twice per year so locations are part of the exclusive access as a fully paid participant.)

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