

THE NEW PRICE OF TALENT

With everyone owning a digital camera and claiming themselves to be an artist, prices and even bookings for photographers, graphic designers, and stylists have dwindled and the job title "producer" in a fashion shoot is almost gone. Clients are casting, location scouting and sometimes shooting... all on their own.

"Larger entities and small businesses alike have been squeezed by the new economy -- this yielding responses of two kinds in the advertising and retail photo arenas. First, there are those who would perform the services for themselves (i.e., bringing them in-house), instead of depending on the experts and second, those who still count on the experts but not really on what they are prepared to pay for their services. Needless to say prices for web and advertising photography have been reduced beyond anyone's expectations. We now see the emergence of altogether new clients for web and other non-print advertising budgets, to say nothing of the virtual extinction of print itself (the one time mainstay of any advertising campaign)."

Gina Alysa Langley, President Visa Management.

As for designers they have to produce products of a way lower wholesale price to give the retailer what they want. That means cutting cost in fabric purchasing and studio space. Even the CPFA rent in Ingle (31,000 per designer) for the Fashion Institute program is more than half the price of the usual Manhattan design district cost for a 1,000 square foot space.

Yet businesses outside of the business are looking to fashion to rework their style. The R Hotel group lined up the Atlantic City to step up their fashion quotient, get the magazines and blogs talking about them and pull in a celebrity following. There's lot of fashionable television shows such as the latest "Ball in the Face", "Lanarkville Live" "The Fashion Show" continue to turn out behind the scenes looks into the industry.

"Young active professionals are still the ones spending in 2010. But it is luxury for themselves. They pay serious attention to few things are made. Where as the baby-boomers have had a bit of money," explains Geoffrey de la Courtois, CEO Liberty, Services focus retail (apparel) for the observing and wealthy.

What the fashion industry is beginning to learn involves around the returning artists. "We appreciate the current state of the game especially when it comes to marketing and advertising, but consumers are still seeking quality craftsmanship. It is just a matter of their terms. The boutique trend is rapidly doing.

"What's in for one person might be completely out for another person." Jesse Aron, Editor in Chief luxury.fashionjournal.com (www.luxuryjournal.com)

Whether it be a photographer that needs to reworkup their look and client list or a designer that reworks their collection ; changes are being made, but the volume these changes sacrifice both the artistic and tangible quality of the piece that is when it will be deemed a "sell-out."



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