



A PRACTICAL, START-TO-FINISH WORKSHOP

A strong fashion editorial doesn't happen by accident.

LEARN THE COMPLETE PROCESS, FROM FIRST IDEA TO PUBLICATION.

Develop a concept, plan the production, direct on set, select and sequence images, and prepare the final story for publication.

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INCLUDES A LIVE
ON-SET MODEL SHOOT

THE COMPLETE EDITORIAL PROCESS

Learn how individual frames become a coherent editorial.

Connect concept, garment, location, collaborators, direction, and image selection so every frame contributes to the same editorial idea.



1

BEFORE THE SHOOT**Make the idea shootable.**

Define the story, garment priority, location, light, collaborators, usage, and intended output.

2

DURING THE SHOOT**Direct with clarity.**

Photograph and direct a model during a timed live session, with feedback on gesture, garment, place, and light.

3

AFTER THE SHOOT**Build meaning between images.**

Select the strongest frames, build a sequence, write credits and captions, and choose where the story belongs.

**TAKE-HOME TOOLKIT****Eight tools from planning through publication.**

Including a creative voice statement, shoot brief, direction phrase bank, consent checklist, sequence worksheet, and publishing package.

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LEAVE WITH AT LEAST ONE INTENTIONAL IMAGE TO DEVELOP FOR YOUR PORTFOLIO.