anon

Southampton
SOLENT
University

Welcome to
anon

Anon is a celebration of the brilliant visual imagery produced by the final-year students of the BA (Hons) Fashion Styling and BA (Hons) Make-Up and Hair Design courses. This 2016 edition is the fifth year of *Anon* magazine.

The work this year seems more diverse than ever before, exploring concepts that touch upon gender, fashion ethics and notions of beauty, with an approach that is critically informed and questioning. It is this questioning of 'norms' that makes Media and Fashion Styling an exciting department to study and work within, and I am reminded when looking at the students' work this year of Virginia Woolf's great quote: 'Vain trifles as they seem, clothes have, they say, more important offices than to merely keep us warm. They change our view of the world and the world's view of us.'

This ethos is extended within our department to include every aspect of image construction: fashion styling, make-up, hair, body modification and decoration. In 2016 we open The Body Lab, a specialist space that will provide the students at Solent with the facilities and technical support to experiment further with ideas applied to the face and body; this supports the launch of the MA Creative Direction for Fashion and Beauty, an innovative new master's course.

Finally, the staff and students would like to take this opportunity to express our deepest gratitude to Jane de Teliga, senior lecturer and editor of *Anon*, who is retiring this year. Jane, we will miss you greatly, but your imprint will remain here and with our alumni, who venture into the world a little bit richer for having been taught by you.

Thank you to all the students who contributed their work to this publication, and to *Anon*'s student editorial team, who worked together brilliantly to produce the 2016 issue. Please also check out anonstyle.com, our online sister publication, also produced by our students.

Jennifer Anyan, Programme Group Leader, Media and Fashion Styling

Student editorial team

Matt Reade
BA (Hons) Fashion Styling
Studying at Solent University has introduced me to my new-found passion for photography, and has enabled me to develop my creative aptitude within it. Through amazing support from the tutors, I was able to obtain a summer internship in New York City, working with a brand, conducting fashion photo shoots and managing its social media. For my Final Major Project, I created a fashion and lifestyle book free from gender restrictions. This hardback photobook was inspired by my ideologies on the destruction of traditional gender norms, coupled with my passion for complete gender equality.

James Chandler
BA (Hons) Fashion Styling
Studying at Solent University has been an incredible journey which I have loved. Although titled as BA (Hons) Fashion Styling, the course has enabled me to grow and learn a vast number of skills in many areas, ready for industry. With much encouragement and support from the tutors, I was able to realise my full potential within hair. This has led to me making the transition to this part of the industry and creating a coffee table book focusing on the art of session styling as my final piece.

Eirill Heitkotter Bratlie
BA (Hons) Make-Up and Hair Design
What I will remember from my time at Solent University are the creative challenges, inspiring tutors and wonderful collaborations. I wanted to be challenged as a creative and a professional, but also to be challenged on a personal level. As a result of that, my Final Major Project allowed me to create Fashionabald, a website dedicated to women dealing with hair loss. This course has given me a range of new skills and a lot of opportunities, and I am thrilled to see what the future will bring.

Yoiwan Kong
BA (Hons) Make-Up and Hair Design
Studying make-up and hair at Solent University has led me to become the professional make-up artist I am today. Creating my final major project, 'Phantasia', has given me the opportunity to express my love for dark fairytale and horror. I was able to find and develop my own style of artistry and create art that is both beautiful and bizarre. I have interests not only in make-up but also in film, photography and fashion, and I hope to work within all of these areas. I have decided to continue my study at Solent by achieving a master's degree in creative direction.

Bethany McMillan, BA (Hons) Make-Up and Hair Design (make-up artist/hairstylist/photographer).

Alice Webb, BA (Hons) Make-Up and Hair Design (stylist/make-up artist/hairstylist/creative direction). Sam Field, BA (Hons) Photojournalism (photographer).

Violette Boleli, BA (Hons) Make-Up and Hair Design (make-up artist/hairstylist/creative direction), Andrea Zamfirescu, BA (Hons) Photography (photographer).

James Chandler, BA (Hons) Fashion Styling (stylist/make-up artist/hairstylist/creative direction), Matt Reade, BA (Hons) Fashion Styling (photographer).

Terri-Anne Smith, BA (Hons) Make-Up and Hair Design (stylist/make-up artist/hairstylist/photographer).
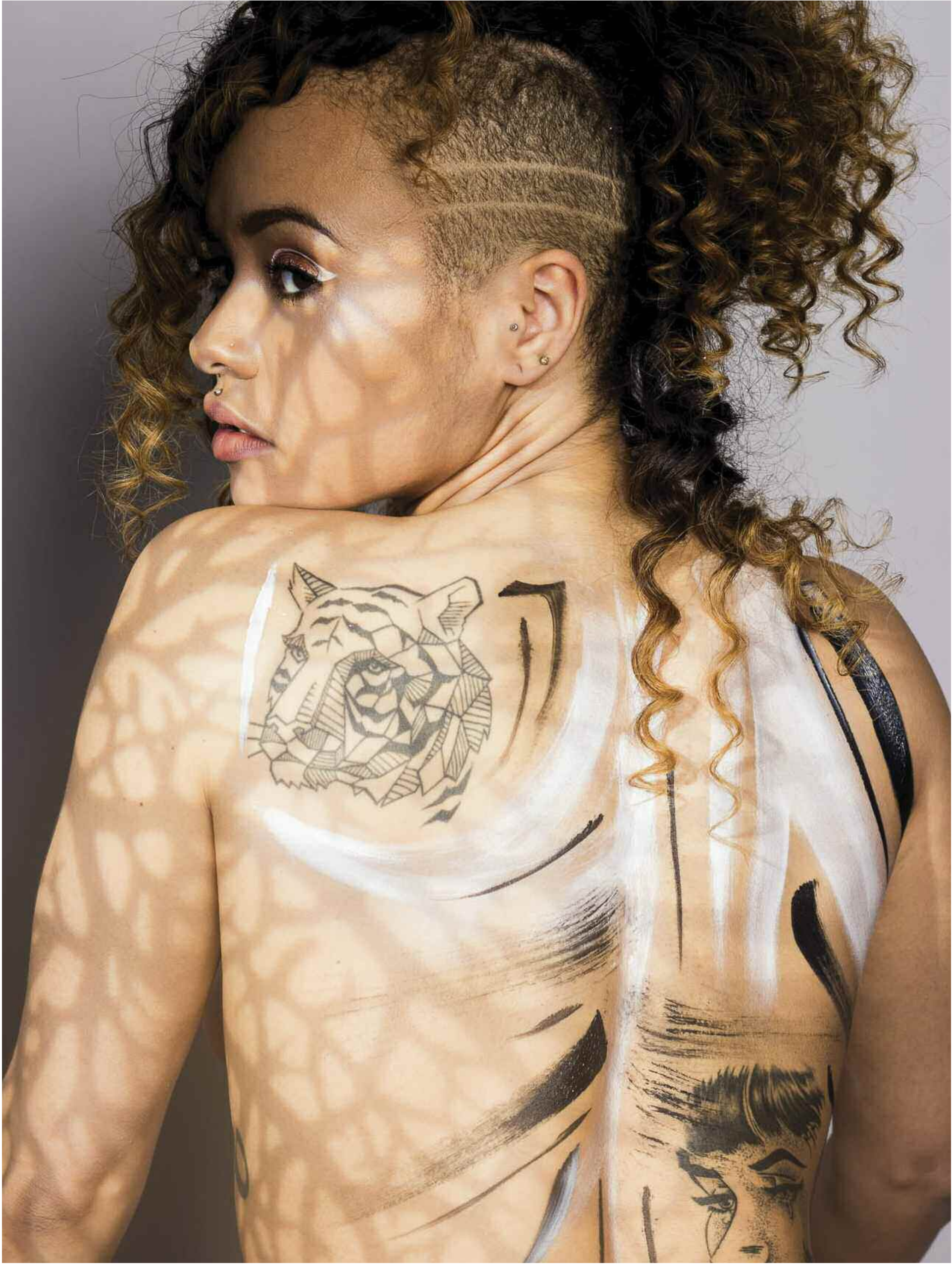
Temi Jekennu, BA (Hons) Fashion Styling (stylist), Emma-Louise Wandless, BA (Hons) Make-Up and Hair Design (stylist), Kyomi Best, BA (Hons) Make-Up and Hair Design (make-up artist), Petar Petrov, BA (Hons) Fashion Photography (photographer).

Louise Bell, BA (Hons) Fashion Styling (stylist/photographer/creative direction), Terri-Anne Smith, BA (Hons) Make-Up and Hair Design (hairstylist).

Yoiwan Kong, BA (Hons) Make-Up and Hair Design (make-up artist/hairstylist/creative direction), Emma Savage (photographer).

Ashleigh Ward, BA (Hons) Make-Up and Hair Design (make-up artist/hairstylist), Bethany Marjoram and Elizaveta Kozlova, BA (Hons) Fashion Styling (stylists), Andreea Zamfirescu, BA (Hons) Fashion Photography (photographer).

Phoebe Jacob Epstein, BA (Hons) Make-up and Hair Design (make-up artist/hairstylist/creative direction), Josh Jones, BA (Hons) English and Media (photographer).

Bryony Campbell, BA (Hons) Make-Up and Hair Design (make-up artist/hairstylist/creative direction), Petar Petrov, BA (Hons) Fashion Photography (photographer).

Judit Florenciano, BA (Hons) Make-Up and Hair Design (stylist/make-up artist/hairstylist), Jesús Pérez Ferrón, BA (Hons) Fashion Photography (photographer).

Lee-Ann Snyman, BA (Hons) Make-Up and Hair Design (make-up artist/hairstylist). Sam Field, BA (Hons) Photojournalism (photographer).
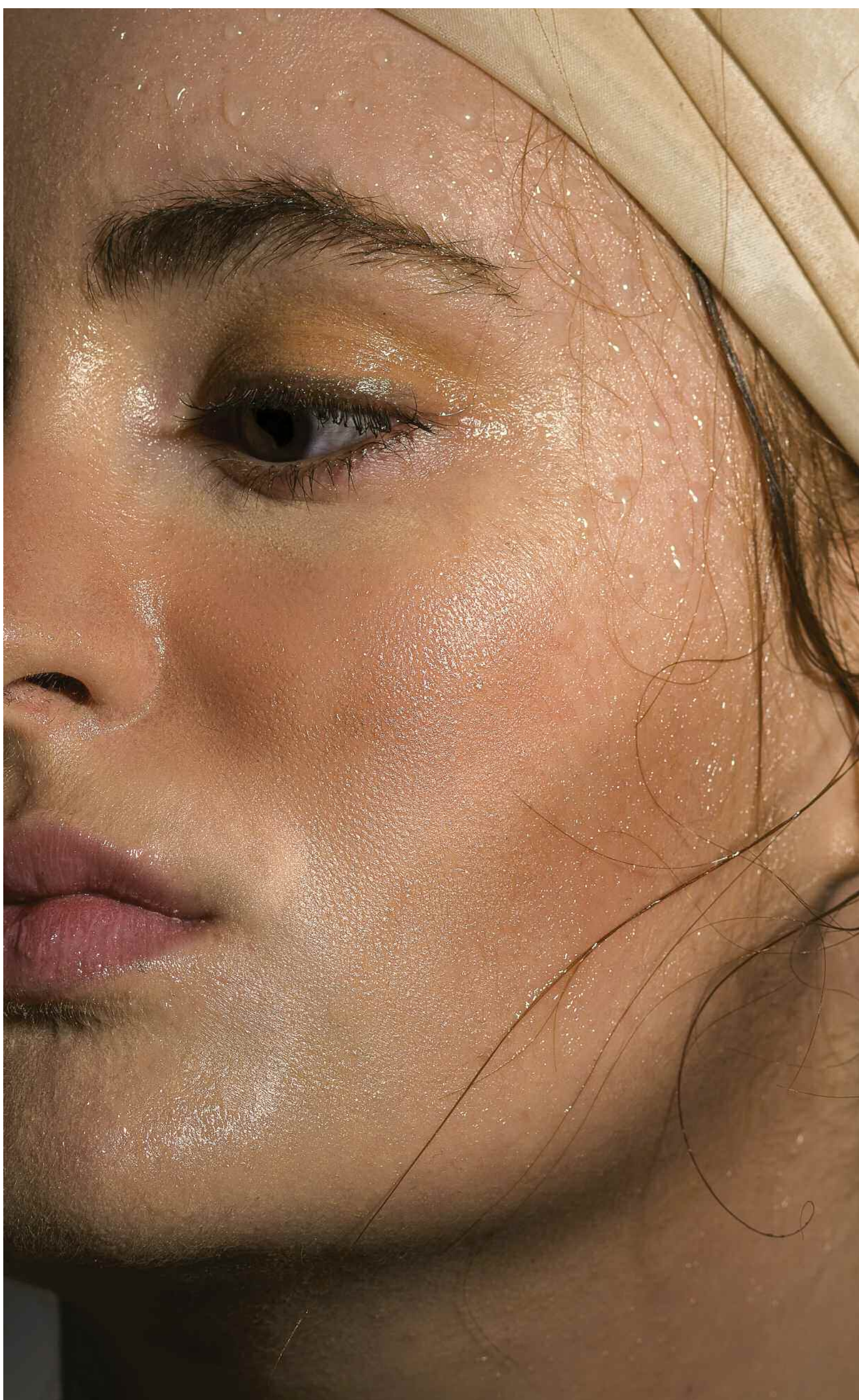

Megan Stankus, BA (Hons) Fashion Styling (stylist/make-up artist/hairstylist/photographer/creative direction).
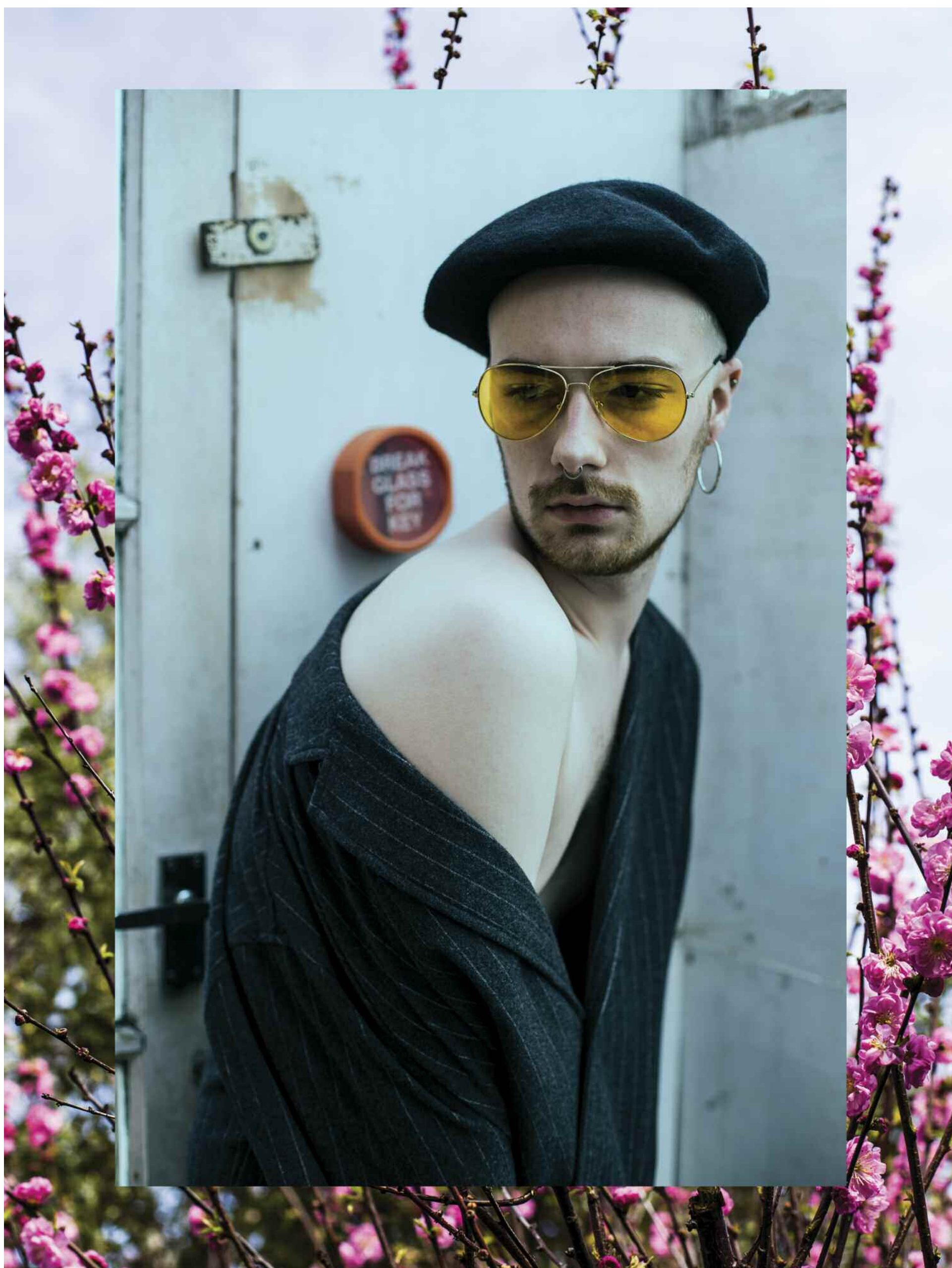
Beth Foster, BA (Hons) Fashion Styling (stylist/creative direction), Bella Costanzo (make-up artist/hairstylist), Sophia Weston (photographer).

Katie Donohoe, BA (Hons) Fashion Styling (stylist), Bella Costanzo (make-up artist/hairstylist), Miro Arya (photographer).

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CONTRIBUTORS

Bryony Campbell, BA (Hons) Make-Up and Hair Design (make-up and hairstylist/creative direction). **Team:** Letitia Wright, BA (Hons) Writing Fashion and Culture Studies (stylist). Mitchell Cahoon, BA (Hons) Fashion Photography (photographer). **Concept:** From my FMP 'Sweet Dreams'. A project based upon my dreams showing visual representations of each personally encountered dream. 'Neglect' is a response to a dream where I would wake up in a large bed in random public places, ignored by passing people. A tall, dark figure would then approach, tickling and scratching while I screamed for help.

James Chandler, BA (Hons) Fashion Styling (stylist/make-up and hair/creative direction). **Team:** Matt Reade, BA (Hons) Fashion Styling (photographer). **Concept:** East meets West in this image. Based upon the trendsetters from Tokyo, the Harajuku girls. The architectural hair was inspired by the buildings within Shibuya and the styling was inspired by the girls who roam its streets.

Amy Setterfield-Smith, BA (Hons) Fashion Styling (stylist/photographer/creative direction). **Team:** Thomas Saint Noir, BA (Hons) Fashion Styling (make-up). Megan Stankus, BA (Hons) Fashion Styling (hairstylist). **Concept:** Surrealism adds theatrical influences within fashion performance and photography. The aim of this image is to allow the viewer an insight into the surreal world and how it can be portrayed as fashion.

Bethany McMillan, BA (Hons) Make-Up and Hair Design (make-up and hair/photographer). **Concept:** The image is inspired by wellbeing and was created for a beauty trend package. Coconut oil was used to provide moisture to the skin and explore natural ingredients that can be used to replace synthetics.

Alice Webb, BA (Hons) Make-Up and Hair Design (stylist/make-up and hair/creative direction). **Team:** Sam Field, BA (Hons) Photojournalism (photographer). **Concept:** The image encapsulates the concept of synaesthesia. It personifies the idea of more than one sense acting at a time.

Eve Savva, BA (Hons) Fashion Styling (stylist). **Team:** Ryan Winterbotham (photographer). **Concept:** Keyside: A sustainable, gender-neutral clothing brand, focusing on key pieces for your wardrobe, with a minimal/coastal theme.

Jelizaveta Kozlova, BA (Hons) Fashion Styling (stylist). **Team:** Katerina Peppa, BA (Hons) Media Culture and Production retouching. Karina Shekler (photographer). **Concept:** Cool, calm serenity amidst twenty-first-century dynamic lifestyles.

Violette Boleli, BA (Hons) Make-Up and Hair Design (make-up and hair/creative direction). **Team:** Andrea Zamfirescu, BA (Hons) Fashion Photography (photographer). **Concept:** Showing diversity, focusing on various skin complexions and face features on models of colour.

James Chandler, BA (Hons) Fashion Styling (stylist/make-up and hair/creative direction). **Team:** Matt Reade, BA (Hons) Fashion Styling (photographer). **Concept:** The image is built around the work from Milliner Kieron Le Vine. Using styling inspiration from dark characters of fairytales such as Maleficent can be portrayed as fashion.
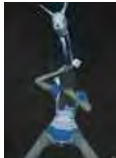
Terri-Anne Smith, BA (Hons) Make-Up and Hair Design (stylist and hair/creative direction/hair/photographer). **Concept:** Attraction – this image is based around the myth that bees and other insects are more attracted to people with red hair.

Temi Jekennu, BA (Hons) Fashion Styling (stylist). **Team:** Emma-Louise Wandless, BA (Hons) Make-Up and Hair Design (make-up). Kyomi Best, BA (Hons) Make-Up and Hair Design (hair). Petar Petrov, BA (Hons) Fashion Photography (photographer). **Concept:** Creative project based on identity. We live in a world where your own identity is sometimes played out depending on your surroundings or the way society is being shaped. This series of images represents that there's no need for a definition of your own true identity within today's society.

Spela Fabjan, BA (Hons) Fashion Styling (stylist). **Team:** Ina Hadzl, (make-up and hair). Sara Vidmajer (photographer). **Concept:** When asked where you find inspiration, people often refer to nature; indeed it has been one of the main answers since the beginning of time. Poets, painters and many other artists found inspiration in nature and still, in this modern world, it is the primary resource of beauty and a go-to for artists who seek new creative visions. My images represent different colour palettes, white/blue, red, green and ice-purple. The location which the fashion editorials were set in no 'all connected to a specific palette on a natural location. The styling follows the location as well.

Louise Bell, BA (Hons) Fashion Styling (stylist/photographer/creative direction). **Team:** Terri-Anne Smith, BA (Hons) Make-Up and Hair Design (hair). **Concept:** A young Alice finds herself trying anything to get back to 'Wonderland', as an escape from reality. Curiosity gets the better of her as she is led down a bad path by her so-called friend, the White Rabbit. This modern interpretation of the fairytale relates to teenagers in today's society experimenting with drugs to help forget their issues. Only the more times they visit 'Wonderland' the more damage it creates to their mental health and loss of self-identity.

Yoiwan Kong, BA (Hons) Make-Up and Hair Design (make-up and hair/creative direction). **Team:** Emma Savage (photographer). **Concept:** From the photographic series 'Phantasia' which investigates the phenomenon of dream, capturing the emotions and sensations we experience during sleep.

Jasmine Sullivan, BA (Hons) Fashion Styling (stylist). **Team:** Saffron Edwards, BA (Hons) Fashion Styling (make-up). James Jones, BA (Hons) Fashion Photography (photographer). Alana Macleod (textile designer). **Concept:** This shoot, an inclusion of colour, texture and iridescent embellishment, was inspired by visual comforts that are recognised in helping to heal mental illness.

Libby Creighton, BA (Hons) Make-Up and Hair Design (make-up and hair/creative direction). **Team:** Dionne Lockyear, BA (Hons) Fashion Photography (photographer). **Concept:** Construction of self-image within natural, instinctive and uncontrolled environments.

Ashleigh Ward, BA (Hons) Make-Up and Hair Design (make-up and hair). **Team:** Bethany Marjoram and Elizaveta Kozlova, BA (Hons) Fashion Styling (stylists). Andreea Zamfirescu, BA (Hons) Fashion Photography (photographer). **Concept:** The image is inspired by the Snow Queen, but in a regal sense rather than an icy woman.

Phoebe Jacob Epstein, BA (Hons) Make-Up and Hair Design (make-up and hair/creative direction). **Team:** Josh Jones, BA (Hons) English and Media (photographer). **Concept:** Nefelibata is a project surrounding the lives of seven unique creatives whom I interview and photograph, and then create a make-up design on myself inspired by them and our conversation.

Bryony Campbell, BA (Hons) Make-Up and Hair Design (make-up and hair/creative direction). **Team:** Petar Petrov, BA (Hons) Fashion Photography (photographer). **Concept:** From my FMP 'Sweet Dreams'. A project based upon my dreams showing visual representations of each personally encountered dream. 'Sabotage' is a response to a dream where I was tactically spiked at a party at a swimming competition to destroy my chances of Olympic qualification, resulting in a near-death overdose.

Judit Florenciano, BA (Hons) Make-Up and Hair Design (styling/make-up and hair). **Team:** Jesús Pérez Ferrón, BA (Hons) Fashion Photography (photographer). **Concept:** MULTIACTHAIR is a creative space about hair where technology and science are conceptually blended to speculate, consider and discover new horizons for the near future. The platform presents innovative concepts of new products through design fiction that transform hair as an interactive element.

Lee-Ann Snyman, BA (Hons) Make-Up and Hair Design (make-up and hair). **Team:** Sam Field, BA (Hons) Photojournalism (photographer). **Concept:** Enigmatic audacity.

Megan Stankus, BA (Hons) Fashion Styling (stylist/make-up and hair/photographer/creative direction). **Concept:** Interpreting classic paintings into modern fashion editorials. **Original:** Tamara de Lempicka, 'Lady in White Gloves'.

Beth Foster, BA (Hons) Fashion Styling (stylist/creative direction). **Team:** Bella Costanzo (make-up and hair). Sophia Weston (photographer). **Concept:** 'Simplicity is the ultimate sophistication' – the concept for my editorial is based around delicate and minimal styling, incorporating contrasting textures with simple jewellery used from my brand, Pieces by Bethanye.

Katie Donohoe, BA (Hons) Fashion Styling (stylist). **Team:** Bella Costanzo (make-up and hair). Miro Arya (photographer). **Concept:** Rebranding H&M's Divided collection, incorporating inspiration from the SS16 'Past Modern' trend and minimalistic architecture by Takao Shiotsuka Atelier.

Megan Edwards, BA (Hons) Make-Up and Hair Design (make-up and hair/creative direction). **Team:** Petar Petrov, BA (Hons) Fashion Photography (photographer). **Concept:** My project is based on the effects of climate change and what impacts are causing it.

Matt Reade, BA (Hons) Fashion Styling (stylist/photographer/creative direction). **Concept:** The aim of the image is to applaud the destruction of antiquated traditions and celebrate gender equality through fashion and photography. The series was inspired by gender fluidity within current trends, coupled with the conscious intention to not allow the creatives to be restricted by the gender binary.

Danika Sandhu, BA (Hons) Make-Up and Hair Design (make-up/photographer/creative direction). **Concept:** Ethereal beauty.

Thomas Saint Noir, BA (Hons) Fashion Styling (make-up/photographer). **Team:** Megan Stankus, BA (Hons) Fashion Styling (hair). **Concept:** Inspired by 'the organic entity' using jewel tones and organic-feeling textures.

Megan Edwards, BA (Hons) Make-Up and Hair Design (stylist/make-up and hair/creative direction). **Team:** Petar Petrov, BA (Hons) Fashion Photography (photographer). **Concept:** My project is based on the effects of climate change and what impacts are causing it.

Eirill Heitkotter Bratlie, BA (Hons) Make-Up and Hair Design (make-up/photographer/creative direction). **Concept:** Anachronism is a series of images where the models are acting as catalysts to a memory bank of Old Master paintings, produced to challenge the standards of contemporary beauty by visually acknowledging the historical similarities.

Maria Luna Cannizzo, BA (Hons) Fashion Styling (stylist/creative direction). **Team:** Corrado Trincali (make-up and hair). Riccardo Lozza (photographer). **Concept:** Between intimacy and the dream – inspired by Sicilian baroque, the image portrays this duo, which alludes to an almost oneiric atmosphere. The black puritanism of the clothes contrasts the freedom from the blue of the sky and the sea.

Megan Stankus, BA (Hons) Fashion Styling (stylist/make-up and hair/photographer/creative direction). **Concept:** Interpreting classic paintings into modern fashion editorials. **Original:** John William Waterhouse, 'A Mermaid'.

Zulfa Athumani, BA (Hons) Fashion Styling (stylist/make-up). **Team:** Tobi Adebogun (photographer). **Concept:** The editorial story is called 'Ethnic Chic' the inspiration for my fashion editorial and styling came from different cultural influences. I always think that the idea of mixing two or more styles from different cultures can make a distinctive look that is bound to appeal to a wide range of people from diverse backgrounds.

CONTRIBUTORS

COVERS

FRONT AND BACK COVER (1)

Maria Luna Cannizzo
BA (Hons) Fashion Styling

Concept: Aboriginal culture meets modern day fashion. The location is Sicily, up the volcano Etna. The colours are inspired by the red of the lava, the gold of the sun and the white of the snow.

Team: Stylist/creative direction: Maria Luna Cannizzo, BA (Hons) Fashion Styling. Make-up and hair: Luana Di Stefano. Photographer: Riccardo Lozza.

Katie Donohoe
BA (Hons) Fashion Styling

Concept: Virtual rebranding of H&M's Divided collection, incorporating inspiration from the SS16 'Past Modern' trend and minimalistic architecture by Takao Shiotsuka Atelier.

Team: Stylist: Katie Donohoe, BA (Hons) Fashion Styling. Make-up artist and hair: Bella Costanzo. Photographer: Miro Arya.

FRONT AND BACK COVER (2)

Matt Reade
BA (Hons) Fashion Styling

Concept: The aim of the image is to applaud the destruction of antiquated traditions and celebrate gender equality through fashion and photography. The series was inspired by gender fluidity within current trends, coupled with the conscious intention to not allow the creatives to be restricted by the gender binary.

Team: Stylist/photographer/creative direction: Matt Reade, BA (Hons) Fashion Styling.

Georgia Morris
BA (Hons) Make-Up and Hair Design

Concept: A jewellery beauty shoot designed as an editorial for a high fashion magazine.

Team: Make-up and hair: Georgia Morris, BA (Hons) Make-Up and Hair Design. Photographer: Sarah Clarke. Jewellery: David M. Robinsons of Chester.

FRONT AND BACK COVER (3)

Violette Boleli
BA (Hons) Make-Up and Hair Design

Concept: Showing diversity, focusing on various skin complexions and face features on models of colour.

Team: Make-up artist and hair/creative direction: Violette Boleli, BA (Hons) Make-Up and Hair Design. Photographer: Andrea Zamfirescu, BA (Hons) Fashion Photography.

Eirill Heitkotter Bratlie
BA (Hons) Make-Up and Hair Design

Concept: Created as part of a series to inspire women dealing with hair loss.

Team: Make-up/creative direction: Eirill Heitkotter Bratlie, BA (Hons) Make-Up and Hair Design. Photographer: Camilla Eriksen, BA (Hons) Fashion Photography.
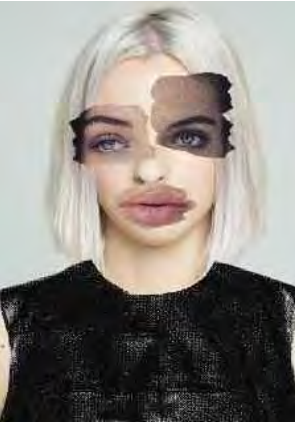
FRONT AND BACK COVER (4)

Yoiwan Kong
BA (Hons) Make-Up and Hair Design

Concept: From the photographic series 'Phantasia' which investigates the phenomenon of dream, capturing the emotions and sensations we experience during sleep.

Team: Make-up and hair/creative direction: Yoiwan Kong, BA (Hons) Make-Up and Hair Design. Photographer: Emma Savage.

Victoria Adkins
BA (Hons) Fashion Styling

Concept: The influence of social media on self-identity.

Team: Stylist/creative direction: Victoria Adkins, BA (Hons) Fashion Styling. Photographer: Peter Hawkins.

Study at
Southampton Solent University

The courses

The media and fashion styling programme is exciting and innovative in its approach to fashion styling, make-up and hair design as academic subjects. Equally as important as the programme's theoretical emphasis is the high level of image production created by our students. Quality imagery is more and more in demand as brands and individuals require images for the creation of successful identities. Our courses develop highly skilled visual practitioners through a unique combination of teaching informed by industry experience and theoretical underpinning.

Beauty Promotion
BA (Hons)

Course length: 3 years **UCAS code:** B353

Launch a great career in beauty promotion with this dynamic degree course – studying editorial and styling, fashion PR, marketing, trend forecasting and more.

Course overview
If you're passionate about fashion and cosmetics, and interested in areas from journalism to photography, then this is the course for you.

With the growth of beauty brands, online magazines and PR, the expanding beauty industry offers huge potential for graduate employment.

You'll learn a diverse range of skills, with access to professional photography and make-up facilities, Mac suites and digital reprographics, to develop a career in beauty.

If you're interested in pursuing a career as a beauty editor, PR or marketing executive, brand manager or trend forecaster, you'll have the opportunity to build your professional network and hands-on experience – giving you the confidence to step into this growing industry.

Fashion Styling
BA (Hons)

Course length: 3 years **UCAS code:** W290

Explore the world of fashion styling on this exciting degree course, and develop the creative, technical and business skills you'll need to become a successful stylist and visual communicator.

Course overview
Fashion styling and visual image are key to the success of products, brands, media and celebrity.

You'll learn about the creative, technical and business skills the industry is looking for, and explore and develop your own individual talents through work experience and practical work. You'll learn how stylists work in different media and sectors, including magazines, advertising, design, catwalk shows, digital media and e-commerce.

You will also study the history and current state of styling in the industry, developing a comprehensive and innovative visual language informed by styling's historical and contemporary context.

Make-Up and Hair Design
BA (Hons)

Course length: 3 years **UCAS code:** W453

This creative, conceptual and forward-thinking degree course equips you with the professional skills and knowledge for an exciting career in the make-up and hair design industries.

Course overview
From the start of the course, Southampton Solent's BA (Hons) Make-Up and Hair Design is focused on giving you the knowledge and experience to find work and flourish as a professional.

Working in a high-spec studio, you'll develop technical precision and industry-standard design skills, and learn how to research and develop innovative make-up and hair concepts.

You'll build high-level practical skills through projects with industry, as well as developing the business skills to complement your creative practice.

Creative Direction for Fashion and Beauty
MA (Master of Arts)

Course length: 1 year (full-time), 2 years (part-time)

This highly specialised course is industry-focused and places emphasis on simulating processes found in high-level creative leadership, such as magazine, event production, fashion show, e-commerce and advertising arenas.

Course overview
This highly specialised course is industry-focused and places emphasis on simulating processes found in high-level creative leadership, such as magazine, event production, fashion show, e-commerce and advertising arenas.

The mix of topics taught within the course substantiates a critical awareness of the industry in which you wish to operate.

This course offers a unique opportunity to develop a refined cultural understanding of image construction for the innovative fashion and beauty industries.

For further course information, visit **solent.ac.uk**

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Southampton Solent University, East Park Terrace, Southampton SO14 0YN
Tel: +44 (0)23 8201 3039 | **Email:** ask@solent.ac.uk | **solent.ac.uk**

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