



Trends and Prospects of the Fashion Production Industry

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Abstract: The fashion production industry has emerged as an important component alongside the flourishing fashion industry, encompassing multiple professional fields. It satisfies people's pursuit of beauty by creating visually appealing artworks while conveying cultural values and the spirit of the times. In recent years, the rise of fashion studios has provided crucial support for developing the fashion production industry. These studios typically engage in various creative planning, fashion design, photography, videography, editing, and distribution activities, requiring a large number of highly skilled producers. These studios inject, injecting new vitality and momentum into the development of the fashion production industry. This article will focus on the development trends of the fashion production industry, with a special emphasis on the case of "White Elephant Studio". The article will point out the challenges, opportunities, and prospects it faces, and provide advice and reference for relevant practitioners.

Keywords: fashion production industry, development trend, "White Elephant Studio", fierce competition, cost pressure, development prospects, and background

1. Introduction

The fashion production industry encompasses the provision of refers to the industry that provides photography, video production, and post-production services for fashion brands, magazines, advertisements, and other related entities, etc. With the improvement of living standards and the renewal of aesthetic concepts [1], there is a growing demand in society for high-quality, creative visual content. Under the trend of globalization, the works of fashion production studios not only serve as entertainment products but also integrate elements of ethnic customs and traditional culture from various regions. This integration promotes international cultural exchange and understanding and enhances cross-cultural and cross-ethnic friendship and cooperation. From an economic development perspective, the fashion production industry has a high value-added, fast output, and has driven a series of employment opportunities. Its global output value may exceed trillions of dollars, reflecting an important manifestation of the soft power of various countries' cultures. In recent years, the rapid change in society has brought new changes and trends to the clothing production industry, which has not only brought new challenges but also ushered in new development prospects.

2. Development Trends of the Fashion Production Industry

2.1 Diversification of Content — Production of Micro-series Dramas by "White Elephant Studio"

The With advent of the multimedia era has led to a decline in the prevalence of, traditional single-shot productions. In contrast, there has been a rise in the number of customer demands for are becoming less common, and more customer demands are focused on shooting combined shooting with promotion, which is beneficial for the promotion of brands or series dramas. Consequently, studios with exclusive intellectual property (IP) and resource allocation will have a competitive advantage. Moreover, the content of the shoots is becoming increasingly also more diverse, encompassing a range of formats, including ranging from still images and videos, as well as incorporating short videos, with virtual elements offering added, and a comprehensive audio-visual experience. This fully reflects the idea that art is derived from life and is superior to its higher than life. As aesthetic preferences evolve, when people's aesthetics change, visual content, and media formats utilized mediums should also adapt to change accordingly to align with the evolving needs of the consumer. meet personalized needs. As an illustration taking micro-dramas as an example, in 2023, the market share of Chinese short series dramas in the overseas market exceeded 80%, and Chinese IP localized productions also productions also rapidly quickly gained popularity in Europe and America. The short series video platform "ReelShortt" once surpassed "TikTok" in terms of downloads. These events indicate that Chinese short series dramas going global have become a new trendsetter in the global audio-visual industry. To seize the first-mover advantages of being a pioneer in the field and to adapt to changes in consumers' viewing habits and preferences, "White Elephant Studio," headquartered" headquartered in North America, promptly transformed and specifically formed an experienced directorial production team to develop and produce micro-series

dramas. Focusing on mid-to-high-end quality, “White Elephant Studio” prioritizes mid-to-high-end quality, beginning with starts with the early-stage script development, customizing content according to consumer viewing habits and preferences, and also adjusting according to the actual situation in North America. For instance example, the scale of real-life shooting bases in North America is constrained by limited, with high unit prices and numerous restrictions., The region offers a wealth of talented rich actors and high cost-effectiveness, which presents a unique opportunity for producers. To capitalize on this, they need to understand the broader context, leverage producers’ need to grasp the overall situation, play to their strengths, mitigate their weaknesses, integrate resources, and optimize the rational shooting process to minimize risks. Currently, “White Elephant Studio” studio” is still systematically integrating various resources, including scriptwriters, scenes, directors, and actors’ resources, in preparation making more preparations for future productions from 0 to 1., Additionally, the studio is continuously exploring and nurturing young professional talents, which contributes contributing to the development of the fashion production industry.

2.2 Application of Digital Technology — Artificial Intelligence(AI) Technology in Fashion Photography and Film

The current Currently, the rapid development of digital technology has brought about a plethora of innovations and possibilities within the fashion production industry, greatly enhancing and improving the quality and production efficiency of work. The application modes of AI technology in fashion photography include the generation of images through pure AI generation and AI + live shooting. In both modes, AI acts as a set designer, lighting designer, editor, and so forth., providing support for the production of large-scale creative works. In addition to still photography, short series dramas have emerged as a significant application domain scenario for generative artificial intelligence. Models such as text-to-generate text, images and videos, sound replication, and digital human technology are relatively mature and widely used in various links of the short series production chain, greatly improving the production efficiency of short dramas. The “ReelShort” platform employs the large model “Chinese Xiaoyao,” accessible via the online literature platform Chinese Online to generate scripts, optimize scripts, and improve production efficiency and content capacity. Some short series companies use AI face-changing technology to fill consumers’ consumption demands for localized short dramas. Dianzhong Technology’s short series drama platform “DramaBox,” has initiated an investigation into the potential of exploring AI in the short drama production of short series and has subsequently launched the Animation animation section. By the end of November 2023, three “AI painting + AI dubbing” animated short series dramas have been launched. In February 2024, OpenAI released the world’s first large model, Sora, for generating video content. This launch resulted in the production of, launching 48 high-definition video shorts generated by AI, with quality comparable to that of industrial blockbusters., This development marks the advent of ushering in a new era of intelligent video production. In the future, the fashion production industry will be profoundly affected by the advent of artificial intelligence, which will transform and greatly disrupt the production and consumption methods of the fashion production industry. Other, while other digital technologies, such as virtual reality, digital media, and big data analysis, will also bring new opportunities and challenges to the industry, providing consumers more consumers with a richer and more diverse range of audio-visual experiences.

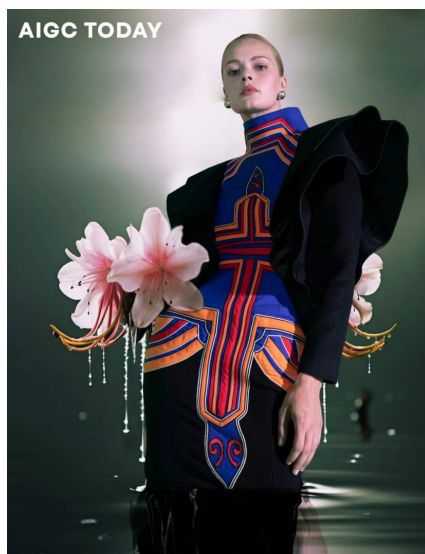


Figure 1. AIGC Technology + Real Photoshoot

2.3 Environmentally Friendly — Sustainable Fashion

The fashion industry is the world's second-largest industrial polluter in the world, after the second only to the petrochemical industry.[2] The concept of sustainable fashion is regarded as considered the prospective future direction of the fashion industry. As an integral part of the fashion industry, the fashion production industry bears a significant mission and responsibility to prioritize focus on environmental protection and ecological health. For example, in still photography, producers, and cinematographers select choose environmentally friendly, renewable, and biodegradable clothing materials while reducing waste, rejecting fast fashion, and minimizing negative environmental impacts. Currently, some studios utilize their promotional platforms and resource allocation to advocate for environmental protection and resource conservation. This is done by, guiding consumers to embrace a green and sustainable lifestyle, advocating for less consumption, more usage, and circular consumption practices. This ultimately reduces, thereby reducing resource waste. In 2023, the documentary “Fashion Reimagined,” directed by Becky Hutner, received numerous accolades at various multiple film awards ceremonies. The film, which focuses on the sustainable creative journey centered around British fashion designer Amy Powney’s sustainable creative journey, once again drew public attention to the environmental issues caused by the fashion industry, while also highlighting the efforts of sustainable fashion practitioners. This film in question reflects the fashion film production industry’s questioning and reflection on the traditional commercial models and production logic of the fashion industry, which is a significant aspect of the fashion film production industry. Throughout the viewing process, viewers have guided the audience to engage in independent thinking, critical analysis, and reflection. Following these contentious moments, it can be reasonably assumed that viewers will be more inclined to support the sustainable development of the fashion industry.

2.4 Globalization Trend — Integration of Global Resources

As is Similar to the case with the fashion industry, another significant important trend in the fashion production industry is globalization. In light of the foundation of economic globalization with economic globalization as its foundation, trade barriers between different countries and regions are gradually decreasing. Concurrently, multinational corporations are diversifying their utilization and production models. The fashion production industry, capitalizing on the leveraging advancements in internet and communication technologies, has embarked on a mode of global resource integration. As a producer, it is my responsibility often need to facilitate communication and collaboration between the various members of the production team, from the initial stage of project, through the formation of the team formation, project execution, to the execution of the project and the final delivery. I play a pivotal, crucial role in integrating the available resources to create more opportunities for both the team and the project parties. For instance, one might seek example, seeking to collaborate with foreign celebrities for domestic magazine shoots, find; finding overseas shooting opportunities for domestic artists, or participate; participating in global fashion exhibitions, etc. In 2021, “White Elephant Studio” conducted brand promotion for the domestic cosmetics brand “Huaxizi” and initiated a cooperation project with North American makeup artists during the North American Double Eleven promotion. NotedRenowned North American makeup artists were invited to create using the “Huaxizi” Dai series products, resulting in a series of impressive-producing stunning works. In this instance shoot, after a comprehensive understanding of the client’s requirements, I facilitated communication, coordination, and the integration of arranged relevant work between KOLs, models, and production teams in New York and Los Angeles. This integration of, fully integrating domestic and foreign resources was undertaken to assist to help “Huaxizi” in accessing tap into the North American market. Additionally, some fashion production companies are becoming globally renowned brands, with their works and influence spanning the globe. These brands are also driving the globalization of the industry, leading to changes and developments in global fashion trends.



Figure 2. 2021 Florasis North American Double Eleven Makeup Artist Collaboration Project

3. Prospects for the Fashion Production Industry

Despite facing challenges, the fashion production industry is still characterized by considerable potential for further development. Filled with enormous development potential. With the continuous prosperity of the fashion industry continuing to flourish and the ongoing innovation in digital technology continues to evolve, the fashion production industry will have the opportunity to expand its creative output and encounter broader development prospects in terms of content creativity, technological applications, and environmental stewardship protection. In the future, AI technology will be further applied in the fashion production field, bringing about a transformation in unlimited creativity that is both unlimited and complete while completely transforming traditional production modes. Both shooting techniques and aesthetic standards will continue to evolve and improve. As consumer demand for fashion brands and content continues to rise, the fashion production industry will explore new business models and market opportunities, strengthen its focus on sustainable fashion and content diversity, enhance its competitiveness, and achieve sustainable development and innovative upgrades.

4. Conclusion

In conclusion summary, the fashion production industry is undergoing a process of diversification in terms of content, the application of digital exhibit trends towards content diversification, digital technology application, environmental friendliness, and globalization. However, the industry also faces challenges and opportunities including such as competitive pressure, cost constraints, market changes, and copyright protection. For those occupying senior roles within the industry, it is essential to maintain a commitment to lifelong "captains" or producers, continuous learning, and the development of a diverse range of skills to improve the comprehensive skills necessary to meet the demands of the new era of the production industry and deliver high-quality works to the public.

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