



Photographer

Candidate Pack

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About Shell & Core

Shell & Core Limited was established in 2010 as a HR Change Management Consultancy, Construction Management Consultancy (Major Projects) and Textiles R&D.

During this time the business has consulted and developed projects for a vast array of diverse clients across Retail, Airport, Property, Oil & Gas, Financial Services, Science and Defence, to name just a few.

Using the above diverse business experience, Shell & Core Limited has been investing its own capital in textiles R&D and manufacturing in Izmir Turkey. During this time, we have developed our own in-house design and production capabilities to produce Casual Society and Fusilier London, menswear clothing brands.

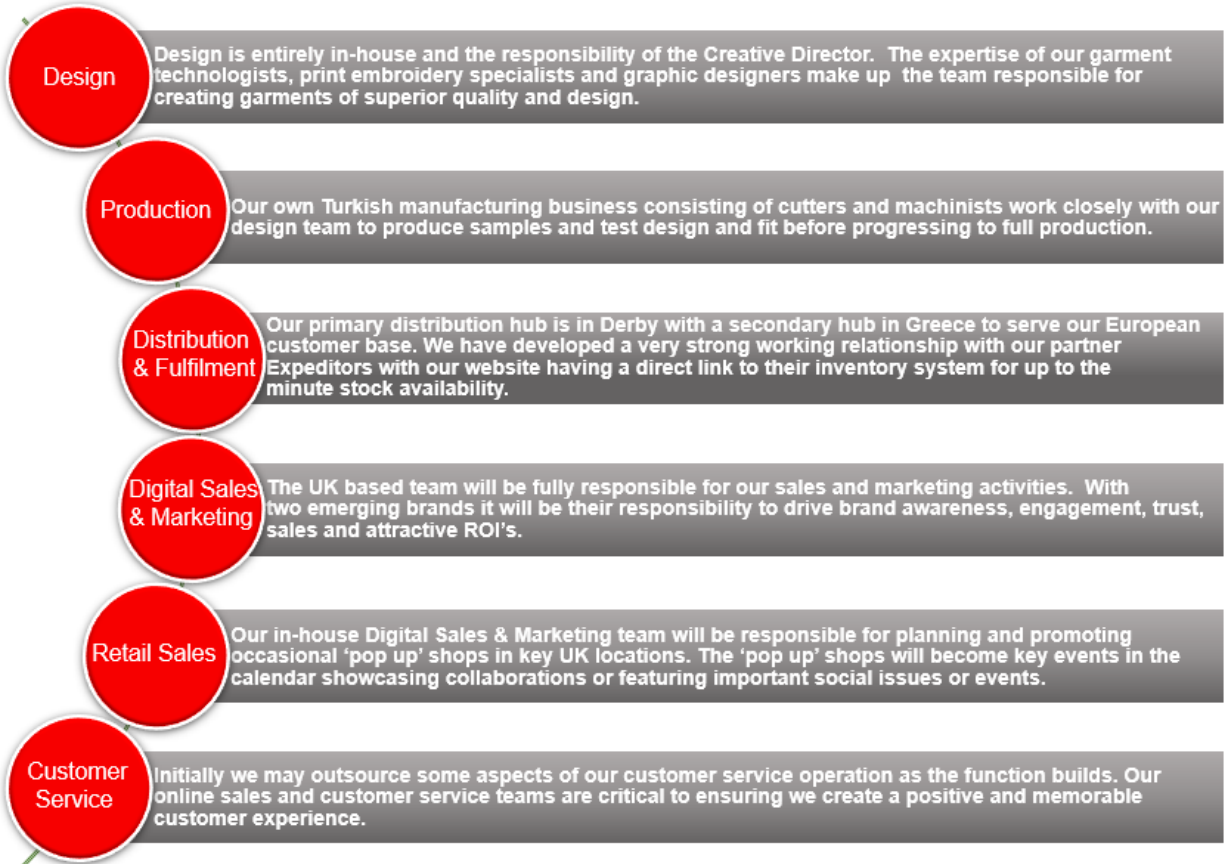
Like the big continental brands, we have our own production facilities, in Izmir Turkey. We are in total control of design and production quotas, with no minimum or maximum order quantities. Mini-capsule collections can be turned around in four weeks and major collections in six to ten weeks. We control design, manufacture, exportation, importation and distribution of our brands through our fulfilment partners.

Fashion, music, entertainment and arts focused collaboration projects will partially define our creative persona and brand philosophy and business personality.



Our Business Operation

There are six core functions to our business:



Our Brands

We consider Sport-lux to be the modern fusion between high-end designer finishes, innovative fabrics, streetwear and sportswear. Our brands Casual Society and Fusilier London will provide a mix of expensive, creative print and embroidery embellishments delivering the sought after point of difference desired by the youth and style conscious Gen X, Y and Z.

Our garments are made with only the finest, innovative modern engineered fabrics, coupled with outstanding finishes. The garments are completed with the best branded zippers, press studs and external tech branded labelling, that come in an array of technical material finishes, trimmings, and linings, all of which are central to the designer and street sportswear concept.

The accessorising of our clothing is the central point of difference, the unique artwork is often the focal selling point, and the main point of attraction for our customer.

We will be among the first British brands to develop a brand reputation for combining the arts with fashion. We will exploit this to gain publicity, creating something which is sought after by collectors.





Casual Society

Is a high-end sport-lux designer brand, fusing sports and casual wear. Lounge wear will also be a feature for this brand. Our garments are made for the consumer to get the maximum use and value for their money. Design embellishments are toned down and replaced with design finishes that are expensive but subtle providing a standout brand whose identification is themed around the ever growing and highly profitable sport-lux market.



Fusilier London

Is a high-end sports-lux and street wear designer brand, emphasising a contemporary fusion and twist on traditional sports and casual wear themes. The look provides what could be called a digital age fusion of cultures between sports, casual and streetwear. Merging arts and graphic design with high-end and intricate embroidery, print techniques and expensive accessories.

Our Brand Ethos

The merging of fashion and culture is a trend which continues to evolve. Fashion, music, entertainment and arts focused collaboration projects will partially define our creative persona, brand philosophy and business personality.

The Millennial and Gen Z mode of dress is primarily centred around streetwear and sportswear. They take inspiration not only from the music they listen too such as Indie, EDM, Hip-Hop, Grime and Drill (which is also listened too by the more progressive style conscious Gen X) but also technology, influencers, creatives and intellectuals.

Brands such as Adidas, Puma, Nike, Louis Vuitton, Moncler and Burberry are all collaborating with streetwear influencers from EDM to Hip-Hop, to Drill and beyond. Armani and Hugo Boss are using their affordably priced labels EA7, Emporio Armani and Boss Green respectively to attract a younger Gen Y and Z audience.

Through an innovative approach to what we do we will aim to appeal to audiences who care about society and community for example, the environment, sustainability, music, the arts, design and current affairs. However, at the heart of this we also want to have fun with what we do and how we do it.

Our affiliate programs with influencers, will feature these topics appearing in our website Lifestyle Magazine, showcasing artists, musicians, writers, creatives, and “Smart Thinking” business, educational, health and well-being specialists.



Our People

In simple terms success is reliant on a business's ability to attract and retain high-end candidates who contribute to business growth.

It is our experience that people want to work for a company which provides:

- interesting work which utilises their skills and abilities.
- enables opportunities for growth and development.
- fosters a culture of collaboration which celebrates diversity and inclusion.
- pays competitively for the job that they do but also rewards when going above and beyond.

Through concentrating on the above and supporting key business enablers critical to our success the People Strategy will focus on how we make this a place where people want to work and remain.

Our philosophy will be to build a business which creates opportunity, rewards performance and embraces diversity in thought and culture.

We believe that by truly embracing a culture of diversity and inclusion we will benefit by not limiting our ability to attract the very best talent. And by doing so we will create a narrative which will resonate with our customer as a brand which understand what is important to them.



Our Offer to You

Fixed term contract for 3 months with the opportunity for a permanent role

Base salary negotiable for the right person

Bonus up to 15% of base salary

Pension

Flexible Benefits

25 days' holiday pro-rata

Employee discount

The Role

As an experienced Fashion Photographer, you will be highly driven and ambitious with a desire to develop and lead your own team. From the outset you will have a sense of ownership and will have the opportunity to bring on board some of your own 'black book' contacts, thereby creating a family of in-house creatives.

You will be both motivated and passionate with a strong knowledge of men's fashion, understanding brands differ in terms of how they convey subtle messaging through designing imagery, and translating this into originality in every photo shoot or video.

You bring a passion and view across fashion genres and cross-generational menswear design and a love of street and sportswear in particular, appreciating an innate understanding of how to style across differing Generations Z, Y and X and showcasing this in creative photo shoots and video.

All fashion genres have their own uniqueness therefore you must be able to demonstrate that whilst they are separate, street styles, trends, and subcultures they are all inextricably linked, capturing wider audiences, across genres, demographics, and cultures on social.

By implementing clever techniques fused with the highest quality of imagery, creative styling, and photography, we can convey our brand messaging, in alternate ways, on a diverse and wide array of platforms, without affecting the essence and messages of our brands.

By utilising high-end planning and production methods gained through your many years in the industry, and fusing that with clever storytelling, you will confidently know that you have what it takes to take our labels to the desired levels, which we will work hard to attain together.

MAIN RESPONSIBILITIES

- With the creative director and working within planned budgets you will design, plan, produce shoots, and photo edit to the highest quality
- Take part in and develop creative and innovative campaign concepts that connect with our audience on social and our two branded websites.
- You will direct a on multitude of large to small scale photography, film, social shoots.

- Champion new-gen and on the rise talent, through excellent creative talent spotting across a multitude of disciplines with the ability to commission according to projects.
- Ability to strategically nuance campaign concepts & creative to work across breadth of channels
- In collaboration with the stylist and team carry out test shooting, experimenting with looks, prior to shoot projects, and presenting them to inhouse team.
- Taking the lead, you will be able to demonstrate that you can take briefs from the creative director and make all shoots your own. Also show you possess a collaborative approach working with the styling team and have casting experience and planning team resources for your shoot.
- Demonstrate a strong working knowledge of relevant model talent, Influencer, photographers, and other talent creatives for potential campaigns.
- Strong, in-depth end-to-end knowledge of shoot logistics, pre & post-production and it's channel appropriation, purpose, and use.
- Lead and participate creative brainstorms, be a source of inspiration by bringing new ideas and concepts to our brands, shoots, and styling.
- Custodian of imagery across the brand, reviewing & signing off image use in accordance with its quality and brand alignment.
- Ensuring CSL & FSLR creative vision and essence, is intact across all visual media and output.
- Develop and cascade the Menswear Style Guides seasonally, maintaining the highest visual quality, aspirational image composition and consistency across all imagery.
- Deliver digital campaigns, by working collaboratively with our Creative, Editorial, and Marketing teams to ensure your ideas come to life on brief, on brand and unified approach to create a holistic experience for our customer.
- Ability to flex photography & content that can traverse viably from mobile, desktop, print, social, online, Out of Home.
- Be a final gate keeper for any art direction queries, take initial direction from the creative director on consistency, and imaging standards across the brand, develop & maintain image style guides & ensure all imagery aligns with photographic guidelines.
- Be highly tuned and aware of all areas of photography, film, and online styling trends across all platforms including brands we will be in competition with, for example, grooming, skincare, wellbeing, lifestyle and lifestyle brands.
- A compelling & strong communicator and presenter, with the ability to create buy in on creative from key stakeholders across the business.

- Bring with you, dynamic ideas and demonstrate how art direction can flex multi-category menswear, through styling partnerships on.

WHAT ABOUT YOU

- You must have possess a progressive and positive can-do attitude, inspire those that you work with.
- You will have a thirst for setting and breaking through creative boundaries, never being afraid to try new things and be disruptive.
- Have an innate understanding of how menswear sells online, across social, websites, and multi brand platforming such as Farfetch, Mr Porter, End Clothing, Matches Fashion, Selfridges etc
- Be a leading light to the business, with a spring in your step, you will be a team player who cultivates positive creative energy and nurtures a collaborative culture.
- Have expansive industry knowledge, thorough research is paramount to a sound creative styling pedigree.
- Be experienced working in a Senior stylist with art direction and lead roles.
- Possess strong communication skills, presentation skills and a very strong fashion aspirational visual focus.
- Possess a strong ability to articulate creative vision and conceptual ideas in a way that is easily understood and engaging, whilst evolving the fashion direction to be at the forefront of the luxury fashion industry.
- Ability to see the bigger picture beyond creative direction with a good understanding in production and model casting.
- Be highly professional to manage senior stakeholder relationships.
- Excellent attention to detail.
- Pro-active and flexible 'can do' attitude, maintaining a sense of calm in a fast-paced environment.
- Be confident presenting to both internal and external stakeholders, storytelling to help others appreciate your approach.
- Be able to deliver a consistent looks throughout styling direction that raises the bar on our competition.
- Be a positive and leading team player, with confidence, care for others and honest self-motivated, detail focussed, and goal orientated, fastidious and competitive in a positive way.