

A Comparative Study on Fashion Photography Practice in Sri Lanka with Special Reference to USA, France, and India

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The study examines the differences and similarities in the way fashion photography is practiced in these countries and investigates the cultural, social, and historical contexts that have shaped their respective approaches to the genre. The study employs a mixed-method approach that includes a review of relevant literature, a survey of fashion photographers and industry professionals, and an analysis of fashion photographs produced in these countries. The survey aimed to gather insights into the technical aspects of fashion photography, the creative process, the role of culture and society, and the challenges faced by photographers in each country. The analysis of fashion photographs focused on identifying the key themes and visual styles that define fashion photography in each country. The study also explores the influence of globalization on fashion photography practice in these countries and the extent to which local cultural and social factors continue to shape the genre. The findings of the study highlight the unique characteristics of fashion photography in each country and demonstrate the importance of understanding cultural, social, and historical contexts when analyzing the genre. The study also sheds light on the challenges faced by fashion photographers in these countries and identifies opportunities for cross-cultural collaborations and learning. Overall, this research paper contributes to the field of fashion photography by providing a comparative analysis of the practice in four countries and highlighting the importance of context in shaping the genre.

Keywords: Fashion Photography, Sri Lanka, Fashion Photographer, Professional Photography, Fashion Industry