



STYLE FILES: a video series

which fashion trends
have stuck around the longest?

Style Files: **A Video Series**

A Project Proposal By
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| 2025 |

A Project Proposal



Introduction

The following is a proposal regarding a short video series called *Style Files*, which explains some of fashion's most popular timeless items and trends. Some of these items include the mini skirt, loafers, button downs, and much more.

In this proposal I will outline my project's overall theme, deliverables, and overall goals and objectives of this series. I am aiming to target younger audiences interested in fashion, ages 18-24.

Fashion itself has experienced a tremendous growth seen in both social media and in-person events, such as fashion week shows. The recent demand by consumers for more diversity and inclusion within fashion has also given the fashion industry very negative viewpoints. Through my series, I can introduce newer ways to style these fashion pieces, inclusive for everyone!

Technical Style + Lengths

My goal for this series' technical style is to incorporate a gaming, retro-like aesthetic when editing. I want this series to be fun and entertaining for viewers, while also relaying information. Influencer Jasmine Le does a great job at incorporating a similar theme, as she always uses overlays and unique pop-up text to keep viewers entertained.

Jasmine Le YouTube



As for length, the series will be three to four videos, all explaining a specific fashion trend. The videos will vary in length, but will not exceed over ten minutes, to keep viewers engaged with the series.

Series Purpose

The purpose of this series is to inform younger audiences on fashion trends that have remained popular since their creation. A great example of this is the mini skirt. Created in the 1960s, mini skirts remain one of today's top-searched for fashion items. The items that will be covered include mini skirts, ballet flats, men's ties, loafers, and possibly button-down shirts. All of these items have been around for decades, and still take over fashion as if they were invented yesterday. In this series, I am aiming to dive deeper into these items, and also try styling them myself, to show viewers how these pieces may be worn.

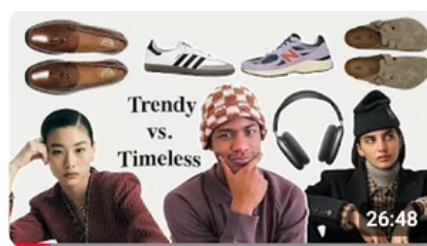
Series Format

With so much information to relay, the series will follow a pretty standard format seen within YouTube videos. I will start the video by greeting viewers, as well as introducing the chosen fashion item. I will then go more into detail about the item, explaining it's history, as well as who made the item popular. After explaining, I will then lead into a segment of myself styling the item in different ways, most likely into three outfits. This way, viewers with different fashion styles can still learn from the video and take away something new. I will also post once a week, most likely on Fridays.

As for explaining the item, I will use YouTuber Drew Joiner as inspiration. Joiner has created a large following through his video essay-like format, and teaches viewers about current fashion trends. I believe that by combining Joiner's video essay format and incorporating Jasmine Le's retro-like editing style, this can capture new viewers as well as keep them engaged with my content.



Most Anticipated Footwear for 2025 ⋮
163K views • 3 months ago



Trendy vs Timeless Pt.2 (How to build a timeless wardrobe) ⋮
1.7M views • 2 years ago



12 Things that Instantly Make you more Stylish ⋮
822K views • 1 year ago

[Drew Joiner YouTube](#)

Production + Equipment

When creating the content, I will use my personal Canon G7X Mark II digital camera, as well as my tripod. This camera allows for clear quality content, as well as easy accessibility. I will record the series in my bedroom, as I feel the posters and decorations around it will resonate well with the intended target audience. As for editing, I will most likely use Adobe Premiere Pro, as I have some familiarity with the software and the features allow me to edit as planned.

Pre-written scripts will be used to guide me along the video series, to avoid any extra or unnecessary information. Following the planned format mentioned earlier, each video will guide viewers on styling these items, as well as promote body inclusivity through the different fashion styles shown.





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*uploading every friday!



Thank You!

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