

## THE OUTNET and Ground Floor Project to launch Posturing Book

Luxury online retailer THE OUTNET.COM and Ground Floor Project present the third and final instalment of the art initiative *Posturing*, with the launch of a luxury book examining the relationship between the body and clothing, bringing this global activation to a close.

The art project commissioned by THE OUTNET saw founders of the Ground Floor Project Holly Hay and Shonagh Marshall develop the bespoke term 'Posturing' to define a particular movement within contemporary fashion photography in relation to pose. Aiming to document a move away from sexualized, glamorous representations of the body, Posturing creates a new visual language around the conversation of posture and form.

The book, released from April 11<sup>th</sup>, features all of the photographic images from the London launch exhibition by talent who fully embody the Posturing movement. This specific imagery is rearranged in book form by way of a visual essay laid out by Holly Hay, and sits alongside interviews by Shonagh Marshall. These include some of the Posturing movement's most vital voices and features photographers Joyce NG, Marton Perlaki, Brianna Capozzi and Charlie Engman alongside creatives Georgina Pragnell and Emma Wyman. The book examines their attitudes, approaches and working practices in relation to the body, pose and its relationship with a garment.

The hardcover book follows the success of *Posturing: Photographing the Body in Fashion*, which kick-started the project in London, November 2017. The static exhibition featured contemporary fashion editorial images from the past seven years and included the works of Coco Capitán, Charlotte Wales, Charlie Engman and Tyrone LeBon to name but a few. Presenting images from 2010 to 2017, the exhibition charted a movement in which the body is captured in extraordinary gestures and poses, tracing a new aesthetic in fashion photography that originated in 2010 and continues to develop today.

The second instalment saw the launch of *Posturing: Filming the Body in Fashion* with a short film directed and produced by the internationally renowned artist Coco Capitán debuted during Art Basel Miami, 2017. The film portrayed an exploration on the difficulties that physical barriers impose on human aspirations, presenting very different questions and topics of investigation around the attitude of Posturing.

Across these different mediums, whether in the form of an exhibition, film or book, the Posturing message is always the same. The result speaks to a dynamic set of change makers, each with their own particular creative aesthetic, all with the same approach to pose, allowing its relationship with clothing to create its own story.

The Posturing book is published by Self Publish, Be Happy, an organization dedicated to shaping contemporary photography and visual culture through publishing, online and offline events and education programmes.

With curation sitting at the heart of THE OUTNET's DNA, the brand enjoys celebrating the clear synergies between the worlds of fashion and art, collaborating with culture collectives and foundations. THE OUTNET has recently partnered with Para Site during Art Basel Hong Kong, the Young Artist Initiative and the Tappan Collective at Art Basel Miami, and Somerset House in London for the *Hair by Sam McKnight* exhibition curated by Shonagh Marshall.

The Ground Floor Project is a newly launched unique initiative that curates exhibitions, commissions artwork and writes books that explore fashion through a completely visionary and contemporary lens.

"We are thrilled to launch the third instalment of the Posturing global project. It's been an exciting journey and partnership, which saw THE OUTNET launch its first photography exhibition in London and short film in Miami. The talent involved within the project has been phenomenal. I hope the book will allow our global customer to truly experience the initiative and join the conversation around the 'Posturing' term that THE OUTNET and Ground Floor Project has created." Andres Sosa, EVP Sales, Marketing & Creative.

*"As the final instalment of Posturing, the book documents not only the imagery which defines the movement but the opinions of the people so integral to creating these images. Capturing these voices not only offers an insight into process but prompts what the future of fashion image-making may hold. The intention of the Posturing project was to create a conversation around fashion photography now and we really hope that the book will have lasting place within the cultural landscape."* Holly Hay & Shonagh Marshall, Founders of Ground Floor Project.

The book will be available via [www.theoutnet.com](http://www.theoutnet.com), RRP £25 from April 11<sup>th</sup>, 2018

[www.theoutnet.com](http://www.theoutnet.com) / [www.groundfloorproject.co.uk](http://www.groundfloorproject.co.uk)

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@GroundFloorProject

### Notes to Editors

#### Book specification details:

- **Hardcover:** 192 pages
- **Publisher:** Self Publish, Be Happy (29 Mar. 2018)
- **ISBN-10:** 1999814436
- **ISBN-13:** 978-1999814434
- **Product Dimensions:** 15 x 2 x 19 cm

### About Ground Floor Project

Ground Floor Project founded by Holly Hay and Shonagh Marshall, is a unique initiative that curates exhibitions, commissions artwork and writes books that explore fashion through a completely visionary and contemporary lens. Their approach is a product of their wealth of experience within different spheres of the fashion industry - Holly one of the most respected photographic commissioners in the UK and Shonagh previously curator at Somerset House whose exhibitions have explored and unpicked the role of fashion within contemporary culture. [@groundfloorproject](https://www.instagram.com/groundfloorproject) / [groundfloorproject.co.uk](http://groundfloorproject.co.uk)

### THE OUTNET

Launched in 2009 by the people behind NET-A-PORTER.COM, THE OUTNET has established itself as the go-to destination for the global, style-conscious shopper looking for the best designer products at great prices. THE OUTNET stocks an unparalleled selection of previous-season designer fashion from 350+ brands, as well as exclusive collaborations with high-profile designer labels and its in-house label, Iris & Ink. With express worldwide shipping to 100 countries (including same-day delivery in London, Manhattan and Connecticut), a seamless shopping experience across mobile, tablet and desktop and a Customer Care team fluent in 14 languages, available 24/7, 365 days a year, THE OUTNET is where you'll find everything reduced but the thrill. [@theoutnet](https://www.instagram.com/theoutnet) / [theoutnet.com](http://theoutnet.com)