

Podcast Research and Planning

- Introduction:

A podcast is a piece of audio that has the intention of education and entertainment. This comes in the forms of single audio recordings, duos, group discussions and interviews.

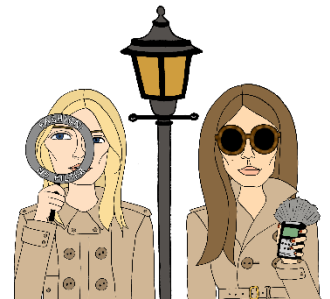
One of the most popular and widely known Podcasts is Desert Island Discs, which is a podcast that has celebrity guests interviewed about their lives and the different songs/pieces of music that accompany their memories, and significant life moments. At the end of the podcast, the guest is asked to choose one song that they would take with them to a desert island, along with one luxury item.

My podcast will take a different angle, as I will not be conducting an interview with anyone. Instead I will conduct a discussion around a specific topic. Similar to the format of 'Growing Old Together' a podcast in which couple Grace Mandeville and Ryan Anthony discuss their different opinions on topics from fashion to politics.

- Codes and Conventions:

Fashion No Filter

Fashion No Filter is a fashion-related podcast presented by Monica Ainley and Camille Charriere, who both work in fashion as journalists and Instagram influencers. The podcast consists of discussions between the two women, and interviews with fashion industry insiders. The presentation style is extremely 'chatty'. It listens as if you'd stumbled upon a conversation with two fashion enthusiasts.



The podcast includes a few regular segments such as; 'dressed for radio', where each of them explain what they're wearing that day, and the interviews that are included in each episode, usually with fashion industry insiders. The podcast starts with a piece of music and an introductory statement: *"Hi, I'm Chamille Charriere, and I'm Monica Ainley, and you're listening to Fashion No Filter. Where we sit down with some of the lead creatives, strategic thinkers, and emerging talent around us. To interpret the ins-and-outs of the fashion industry today."* After the introduction, the contents of each episode are introduced and once all the contents have had their time, the episode is concluded with 'thank-yous' to the guest and behind-the-scenes helpers.

The Telegraph: Fashion Unzipped

Fashion Unzipped is a fashion discussion podcast. The podcast is presented by the Telegraphs fashion team as a panel show.

Each episode consists of discussions about recent notable events in fashion, such as shows, royal fashion moments, new releases and much more.



The episodes start with a piece of music played under an explanation of the contents and introduction of the panel members, and the episodes end by fading the discussion into a piece of music and *“thanks for joining us, tune in soon for another episode of Fashion Unzipped.”*

- **Content Research:**

My podcast is going to be a discussion of personal style including influences, inspirations and that signature wardrobe item that is your go-to.

My discussion will include three other people, who all have different personal styles.

- **Target Audience:**

My podcast will be accessible to people regardless of age, gender, socio-economic status, ethnicity or geographical location. Unless they are from places such as Russia where it could be censored. All my listeners need is a basic interest in fashion.