

Building the Personal Brand

When you hear the words comedian or comic, your mind likely goes to in-person stand up. The comic's onstage entertaining a mass audience. It seems easy and glamorous, but don't be mistaken. Every single show, joke, little motion, and outfit builds a comic's image. Keeping that personal brand image becomes more important for comics once they find themselves in interviews, photoshoots, or even podcasts. The questions get more personal and the camera zooms in closer. The focus is all on the person, how they answer, their body language, and their fashion choices. Comics must consider their style in these events compared to a live show. Different situations ask for different approaches.

Why Change it up?

Some of you readers may ask: Why would you bother tailoring a style for your media appearances? The shows and jokes already build up a personal brand and style. If you're a comic, you may think that the one-liners, funny stories, and poignant social commentary would be the main attraction. And well, you would already be showing up on stage after making some fashion choices. So wouldn't what you have for the show already be enough?

Well, it's important to remember that your performance on a stage, is well, a performance. You put out a heightened, larger than life version of yourself. This isn't a bad thing, a comic's job is to bring the energy and engage the crowd. But when you're in front of a camera being interviewed, you don't want to be as exaggerated or distant. They want to know the more grounded, relatable version under the spectacle of live shows.

That's one of the key factors of styling yourself for media appearances. How do you bring yourself down to Earth? The audience of a show wants to you to be funny, and that's all that they see. Unless you tell it to them, they won't have a clue about the behind-the-scenes processes. Making the most of a media feature is like diversifying your style. It's how these comics show off other sides of their personalities.

Stef Dag: Disrupting the Old Ways

It's always interesting to see new blood establish themselves in any given field. Especially when it's someone who likes to go against the grain. Stef Dag (legal name Stephanie D'Agostini) takes advantage of the changing times by being both the New York Standup scene as well as building a curated following in the online comedy sphere through content such as the on-street dating show and podcast *Hot and Single*.

Stef Dag finds herself performing multiple forms of comedy with different audiences. In general, she likes to ruffle feathers with her comedy. Her style of stand-up involves roasting and talking about controversial topics. One moment you can be hearing a roast about New York and then something about 9/11 is slipped in that routine. She'll gladly joke about sex, dating, and gender

politics. She once even answered that the hardest part of doing standup was choosing which outfit to wear. She said that she “wants people to respect me. But I also want everyone to think I’m beautiful like a supermodel, because I’m only doing standup to get into modeling”.

Her obvious sarcasm aside, Dag brings up an interesting point. Her fits when doing standup or outside interviewing people for *Hot and Single* tend to be more eye catching through things such as brighter colors, jackets, necklaces, or even a scandalous top that exposes some midriff. But when she’s just talking with someone on a podcast, her outfits are more likely to be more laid-back. Taking the podcast version of *Hot and Single* as an example, having to spend a good fifty minutes to an hour just chatting with another person or two calls for something more comfortable. And comfy clothing lets you look more grounded and personable, perfect for a long chat.

Tranna Wintour: Camp and Connecting to your Truth

Having your name playing off of fashion icon Anna Wintour and your trans identity is a brand that just screams unapologetic. That bleeds into a style that is authentic on and off the stage. Based in Montreal Canada, Tranna Wintour’s brand is that she’s her most authentic self 24/7. She might be a showwoman during standup like anyone other comic, but that’s still a part of her. no matter how extra it is.

As you could probably tell from her namesake, Tranna has her own connection to fashion. She believes that how you dress is a reflection of how you’re living life. Even if it’s fantasy, she claims that those fantasies are often the most honest things about us. Ironically, she claims that she subverts the real Anna Wintour who represents a form of corporate conformity and wealthy exclusivity. An authentic style can be a way to break down those barriers set up by society.

She takes her advice to the stage. No matter if she’s showing out in sparkly dresses, fierce spotted tops, fashionable leather pants or just participating in a Q&A show wearing a button up and jeans. She’s Tranna Wintour, comedian, fashionista, iconic, and authentic.

How Do You Express Yourself?

The classic standup routine often brings in the comic’s personal experiences. That personal touch is how the humor hits the nail on the head. The clothes a comic wears shouldn’t be any different. The style can change depending on if it’s a media appearance or a live show in a nightclub. All that it is how a comic expresses different aspects of themselves.