

# FASHION PHOTOGRAPHY



## ESSENTIAL KNOWLEDGE

- The first modern fashion shoot is attributed to Edward Steichen, who photographed gowns designed by Paul Poiret for the April 1911 issue of the magazine *Art et Decoration*.
- The field of fashion photography grew rapidly during the 1920s and '30s, with magazines such as *Vogue* and *Harper's Bazaar* leading the way.
- In the post-war period many photographers favoured a more spontaneous and energetic approach.
- The tension between art and commerce continues to drive creativity and innovation within the field.

**'I NEVER CARED FOR FASHION MUCH, AMUSING LITTLE SEAMS AND WITTY LITTLE PLEATS: IT WAS THE GIRLS I LIKED.'**

David Bailey

# KEY ARTISTS



Horst P. Horst



Richard Avedon



David Bailey

## HORST P. HORST

Horst's experimentations with radical and Surrealist compositions, as well as avant-garde techniques such as double exposures, produced some of the most iconic fashion images ever.

## RICHARD AVEDON

American fashion and portrait photographer. He worked for Harper's Bazaar and Vogue, specialising in capturing movement in still pictures of fashion, theatre and dance.

## DAVID BAILEY

David Bailey is credited with photographing some of the most compelling images of the last five decades. He first rose to fame making stars of a new generation of models including Jean Shrimpton and Penelope Tree.

## CONTEMPORARY ARTIST - CASS BIRD

- Artist, photographer, and director who lives and works in New York City.
- Bird has exhibited widely within the United States and abroad.
- As a fashion photographer, Bird has worked for publications such as The New York Times Magazine, Rolling Stone, GQ, Nylon, Out, and Paper Magazine.
- She has photographed actors, models, and musicians, as well as her own friends and family.

