

PHOTOGRAPHY AND FASHION

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Annotation:

The publication examines fashion and photography as a single captivating blend of art, style and storytelling. Photography and the Unity of Fashion detail the diverse evolution of fashion that remains in history. The development of fashion photography and its socio-cultural significance are described.

Technological advances have made photography one of the most popular and accessible art forms in the world. It has become a daily event for people to record everything with a camera, which is then shared with the public through social networks. It seems simple, but photography is a very difficult field that requires hard work and practice. Along with the necessary knowledge, a professional photographer must have talent and photographic vision, which will help him create a desired and special shot. Over time, photography developed and became an independent type of art - photographic art. The development of photography has formed different directions of photography, one of the outstanding directions is model photography.

Over the years, fashion photography has evolved significantly. Modern fashion not only determines the style of clothing, but it is also an indicator of the development of society. It reflects the changes in the society corresponding to the transitional periods of the development of the society. Different social groups have their own value systems and fashion standards. Modern fashion revisits and uses the experiences and developments of previous generations. The trends and styles of the past come back in a new form and become the fashion trends of our time. Fashion styles change almost every year, therefore, over the years, fashion photography has evolved and developed significantly, where its elegance and creativity are clearly visible.

The older generation of photographers shaped this evolution. Their works became a source of inspiration for a new generation of photographers. Model photography has become an important field in modern life. Before 1911, photographers only presented fashion in the form of illustrations. In 1911, French publisher Lucien Vogel asked photographer Edward Steiken to take the first fashion photos for the magazine. After that, the role of photography in fashion changed. Fashion magazines decorated with creative photographs were founded and started printing.

Photographer Sarah Moon, also known as Mariel Khadan, has made a great contribution to the development of fashion photography. In the 70s of the last century, when fashion photographers captured sexuality as much as possible in their photos, Sarah Moon introduced an individual and completely different style that distinguished her works from the works of other photographers. When her family was forced to move from France to live in England, Mariel worked as a photo model. It was during this period that he took the pseudonym Sarah

Mooney. Once he had to take photos for a model girl, which led to his serious interest in photography. Soon Sarah said goodbye to the fashion industry, changed her role and became a professional photographer. Sarah Mooney was the first female photographer to create photographs for the Pirelli calendar in 1972. He has worked with famous brands for years. Among them are: Chanel, Dior, Christian Lacroix. Sarah Moon's photos were published in world-famous magazines: Vogue, Elle, Harper's Bazaar, Life



The famous American photographer Richard Avedon was distinguished by his special charm, charisma, energy, it was because of this strength that his models posed freely in front of the photo camera. In 1946, the photographer revolutionized photography at that time. From his photos, not the fire dolls, but the live models. Avedon found himself in model photography, although he never stopped working in other fields, especially portrait photography. Photographer Richard Avedon collaborated with Harper's Bazaar, Vogue and The New Yorker.

Philip Haltzman (1906-1979) is an American photographer who made a name for himself by photographing famous people. Special attention was paid to his two photo works with Salvador Dali. Over the years, the main page of Life magazine was decorated with his photos of famous people, including: Marilyn Monroe, Alfred Pichkov, Winston Churchill, John Kennedy, Pablo Picasso and others.

Norman Parkinson was an English photographer who was successful in fashion and portrait photography. His works always deserved the best evaluation. His photographs revolutionized the world of British media in the 1940s, as he was one of the first to use a new technique - taking the models out of the studio environment into the open space, in the bosom of nature. Over the years, famous people have been photographed by Parkinson's: The Beatles, The Rolling Stones, Marlene Dietrich, Sophie Loren, Claudia Cardinale, Audrey Hepburn and others. He collaborated with magazines - Queen, Vogue, Harper's Bazaar

Ron Galella, one of the most famous paparazzi of the 20th century, was called the godfather of American paparazzi by Time magazine. He was so paparazzi-ridden that Jacqueline Kennedy sued twice, Elvis Presley's bodyguards shot his car's tires several times, Brigitte Bardot's friends doused him with water, and Marlon Brando broke five of his teeth. His photos were published in famous magazines: Harper's Bazaar, Vogue, Vanity Fair, Rolling Stone, The New Yorker.

English photographer Terry O'Neill made a name for himself with photographs of prominent people. As his portraits mostly showed the natural and human side, he was frequently invited to photograph members of the British royal family and prominent politicians. In 2011, Terry O'Neill was honored by the Royal Photographic Society for his long and significant contribution to the history of photography.

Tom Walker is one of the most famous British fashion photographers. Walker's style of photography is characterized by extravagance and romantic motives. His photo-heroes look like mysterious dolls from a fairy tale. After moving to Newark, he started working as an assistant to Richard Avedon. He shot the first "Fashion" story for Vogue magazine.

Photographer Mario Testino became particularly well-known after he was chosen by Diana, Princess of Wales in 1997 to shoot a photo shoot. Subsequently, he was regularly invited to the British royal family for photo sessions. Testino became a professional fashion photographer working for fashion houses such as Burberry, Gucci, Versace, Calvin Klein, Dolce & Gabbana, Salvatore Ferragamo and Estee Lauder. In 2002, an exhibition of portraits taken by him was organized in the Eruvian Portrait Gallery in London, which was the most attended among the exhibitions presented in the last 10 years in the history of the gallery. To this day, everyone recognizes the strength of Mario Testino's art.

Years pass and fashion photography continues to evolve, reflecting society's changes, trends and style.



