

Sons of Horst

Dana Wood

Sons of Horst

Lecture Outline

Part I: Hallmarks of Horst's Work

Part II: Sons (+ A Daughter)

Part III: Storytellers – Two Condé Nast Creative Directors Who Broke Massive Ground

Part IV: The Current State of Magazine Photography, a Not-So-Pretty Picture

Part V: 21st Century Shifts: How Fashion Is Changing

Part I: Hallmarks of Horst's Work



Horst P. Horst
(German-American)
1906 – 1999



1949: Photographer Horst directing lights and cameras before taking fashion photos of Lisa Fonssagrives
Photo by Roy Stevens/Time & Life Pictures/Getty Images



Horst P. Horst
Muriel Maxwell
American Vogue Cover, July 1, 1939



Horst P. Horst
*Dinner suit and headdress by
Schiaparelli, 1947*



Horst P. Horst

Alix Dress / Lud

1938



Horst P. Horst

Male Nude

1952



Horst P. Horst

Coco Chanel
(Reclining)

1937



Horst P. Horst: *Electric Beauty* 1939



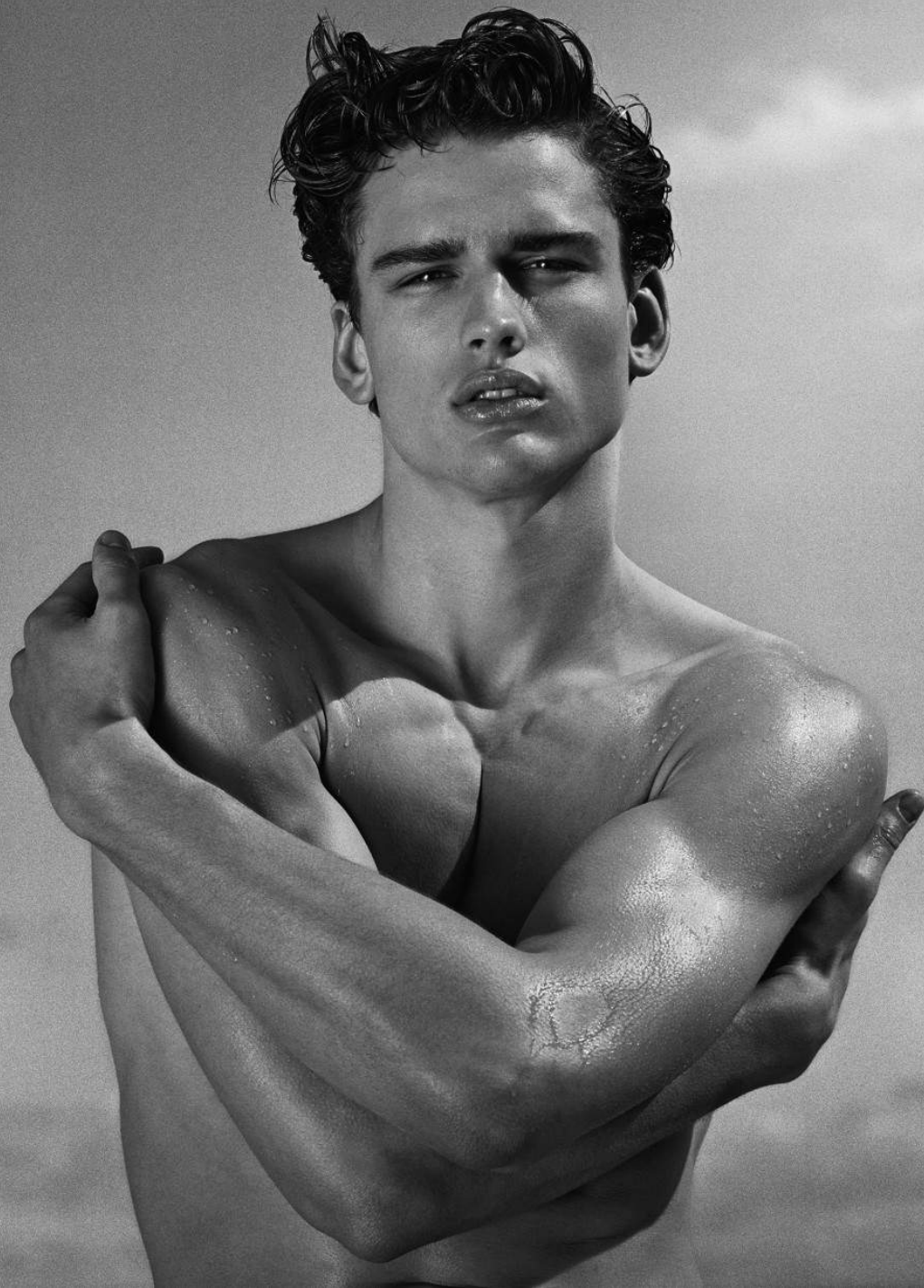
Horst P. Horst
Hands, Hands 1941

Part II:

Sons (+ A Daughter)



Bruce Weber
American, b. 1946

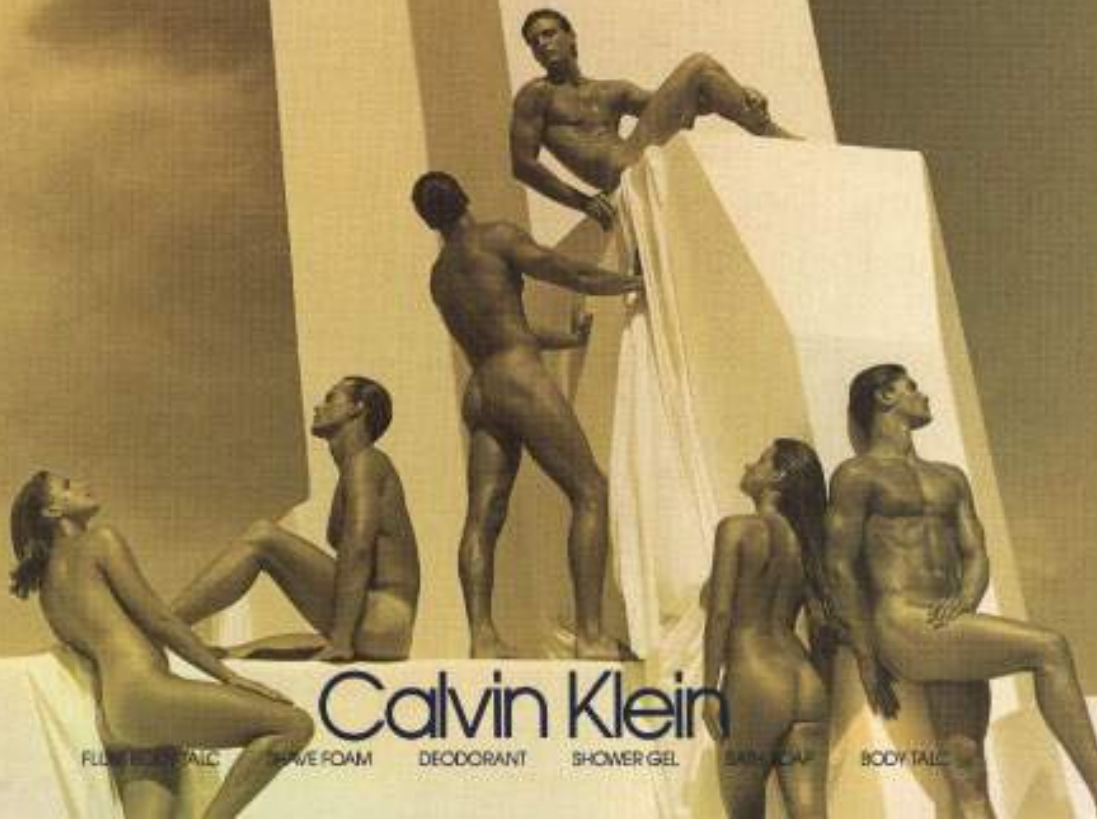


Bruce Weber

FROM THE CALVIN KLEIN ADVERTISING ARCHIVES

OBSESSION

FOR MEN
FOR THE BODY



Calvin Klein

FLUENT BODY TALC

SHAVE FOAM

DEODORANT

SHOWER GEL

BATH SOAP

BODY TALC

Bruce Weber

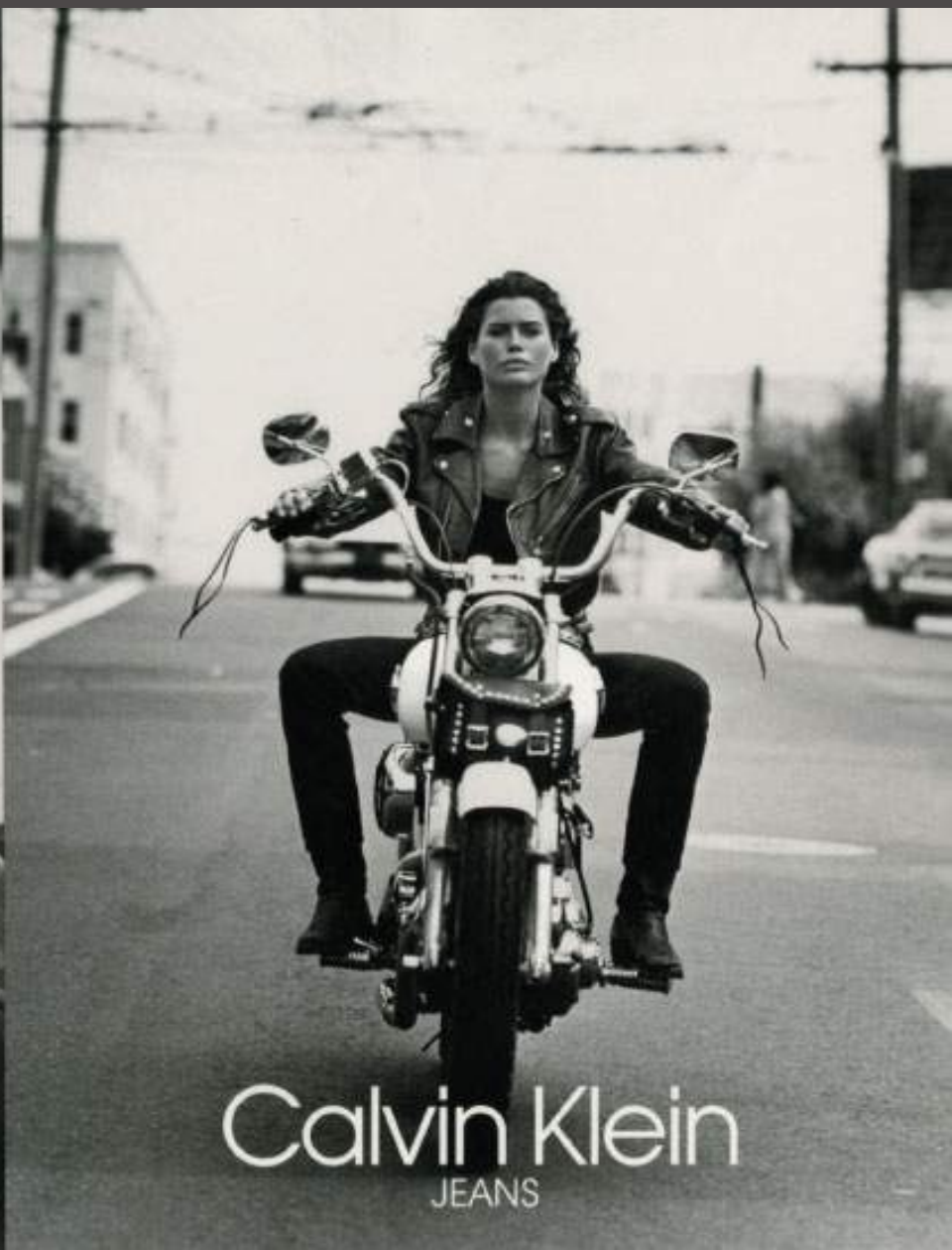


Bruce Weber



Bruce Weber

FROM THE CALVIN KLEIN ADVERTISING ARCHIVES



Calvin Klein
JEANS

Bruce Weber



Bruce Weber



Bruce On Horst:

From 1990s Documentary
'60 Years And Still In Vogue: Horst P. Horst'

“He’s like a young kid starting out all over again every day, and that’s what I think is so beautiful about him. I always thought the elegance in his photographs took you to a different place very beautifully. The untouchable quality of the people is really interesting, in a way, because it gives you a bit of distance. It’s like seeing somebody across a room and you wonder who that person is, and you really want to know that person, to fall in love with that person.”



Herb Ritts
American,
1952 –2002



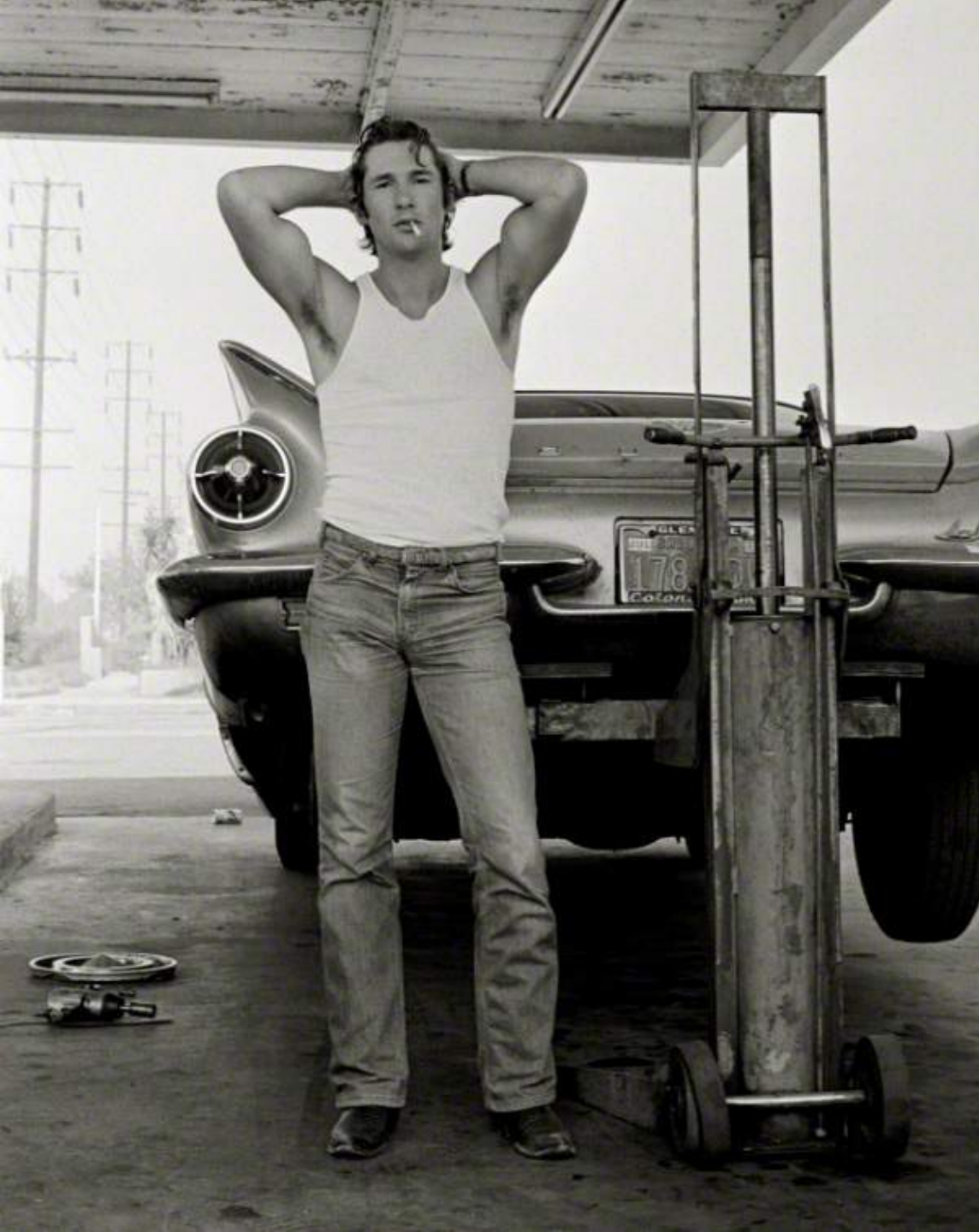
Herb Ritts



Herb Ritts



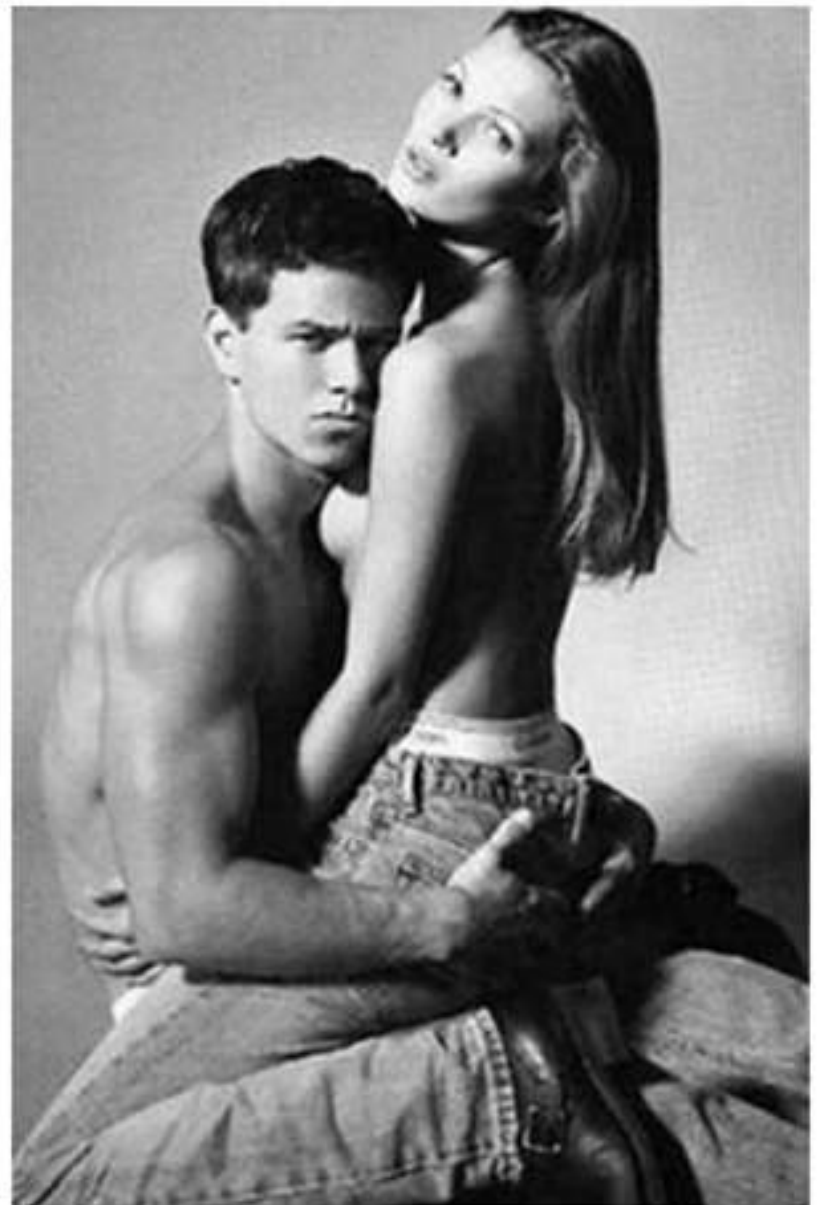
Herb Ritts



Herb Ritts



Herb Ritts





Herb Ritts



Herb Ritts



Mario Testino
Peruvian,
b. 1954

VOGUE

A black and white photograph of Keira Knightley is the background for the magazine cover. She is wearing a black dress with large white polka dots and a large, bright red flower-shaped necklace. She is looking directly at the camera with a slight smile.

JAN
£4.00

**ALL-OVER
MAKEOVER**

How to
revitalise
your body
and style

**KEIRA
KNIGHTLEY**

Renaissance girl

**Easy style
tips to take
you into
spring**

**Fashion
insiders'
global
shopping
guide**

RELAX
The allure of
laid-back chic

**Sofia
Coppola
Princess
of cool**

**New Start
New Glamour**

Mario Testino



Mario Testino



Mario Testino



Mario Testino



Mario Testino



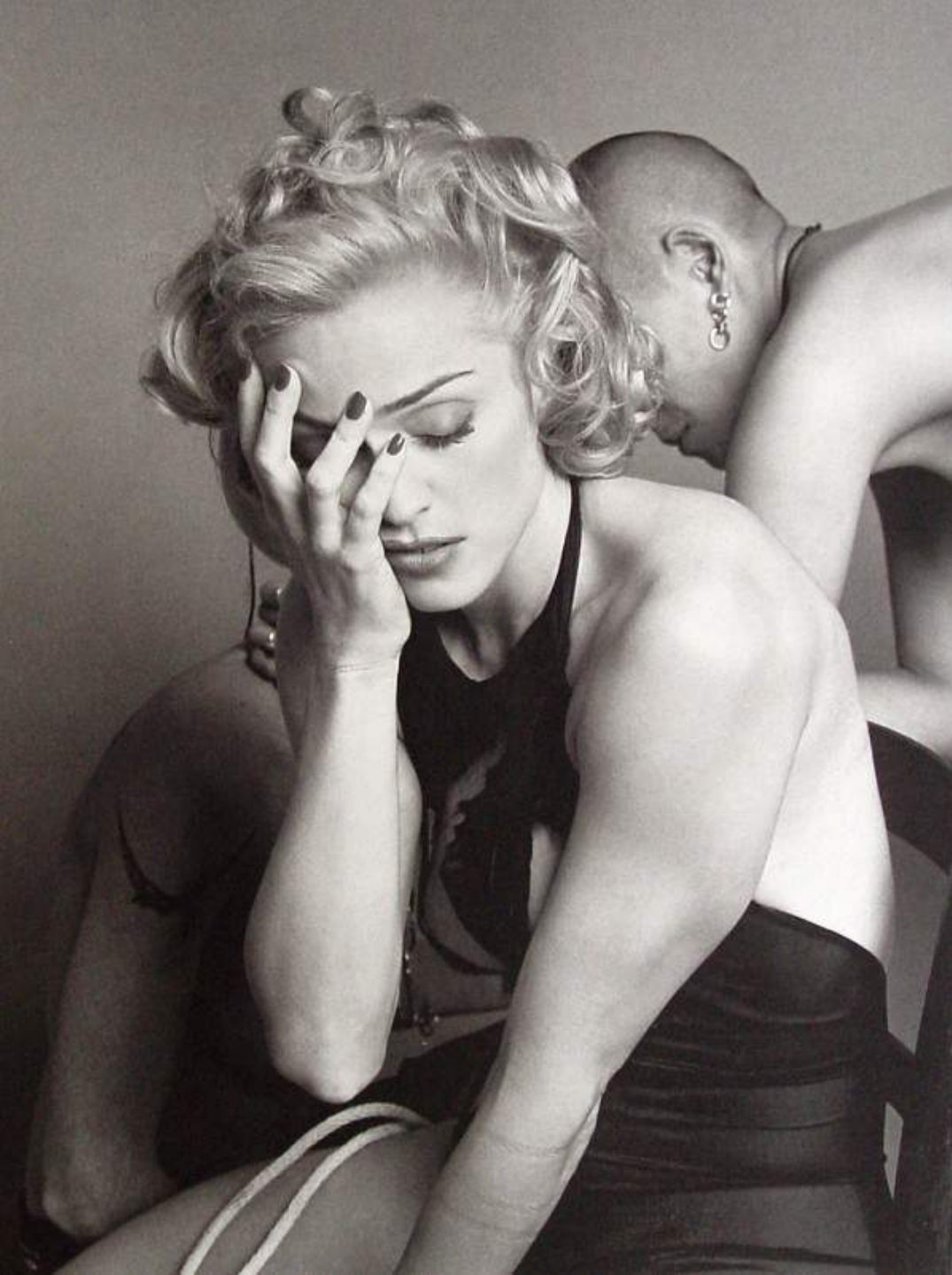
Mario Testino



Steven Meisel
American, b. 1954



Steven Meisel



Steven Meisel



Steven Meisel

VOGUE

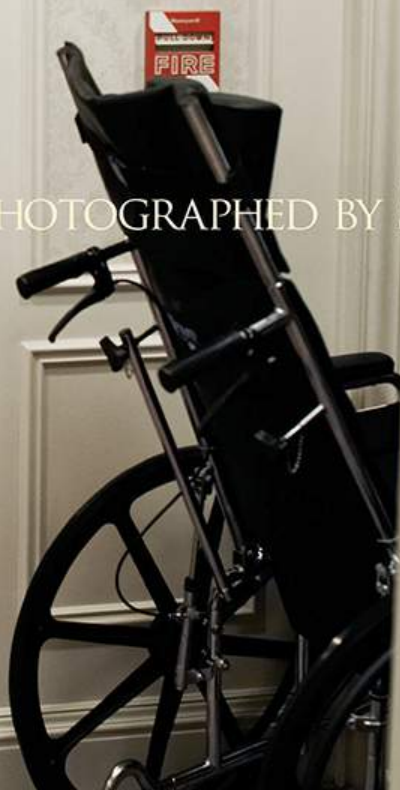
ITALIA

L. L. C.
2005
N. 639
€ 5,00
ITALY - 2005



MAKEOVER MADNESS

PHOTOGRAPHED BY STEVEN MEISEL



ROBERTO CAVALLI



Steven Meisel



Steven Meisel



Steven Meisel



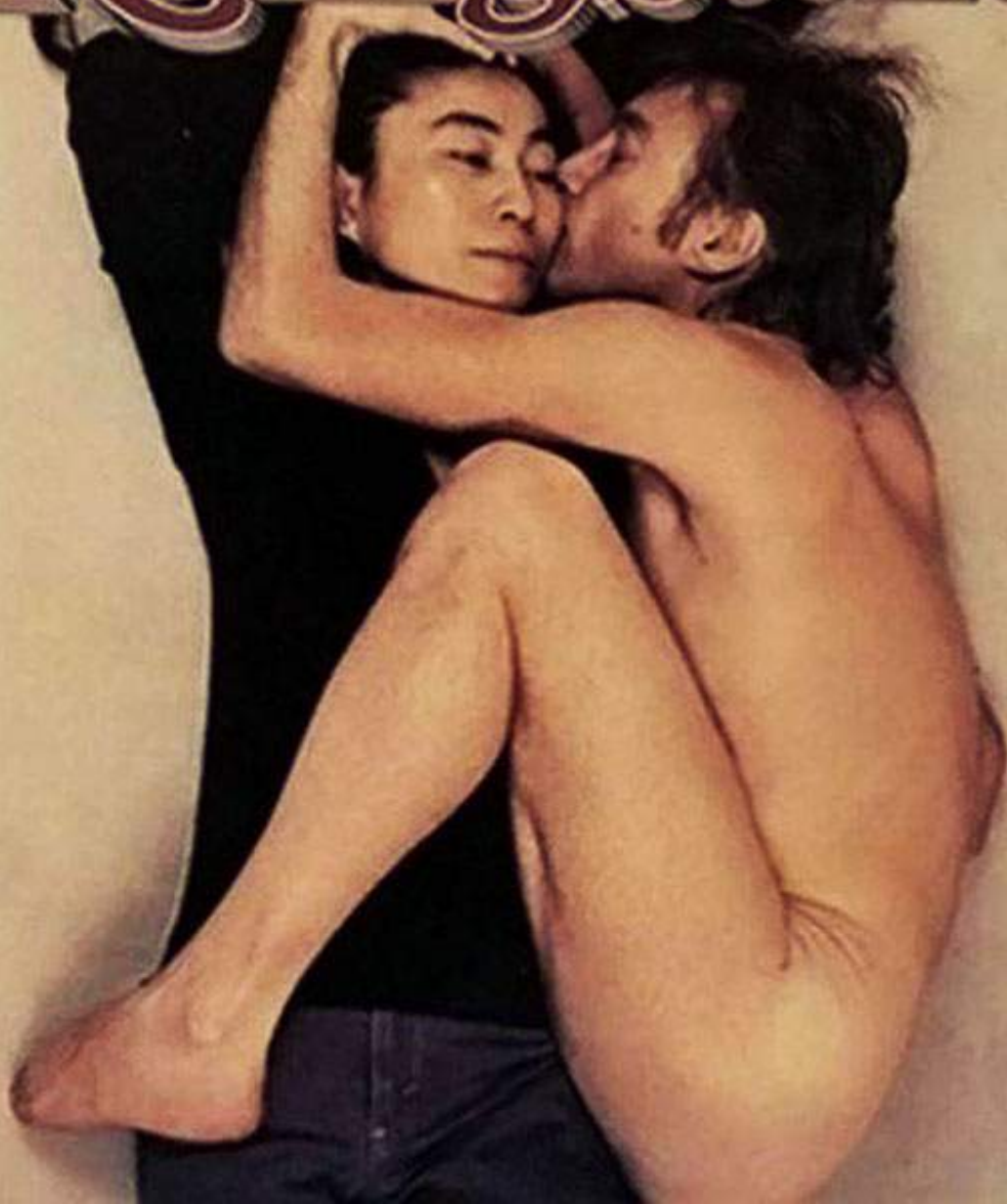
Annie Leibovitz
American,
b. 1949



© Annie Leibovitz



Rolling Stone



Annie Leibovitz



Annie Leibovitz



Annie Leibovitz



Annie Leibovitz



Nick Knight
British, b. 1958



Nick Knight



Nick Knight



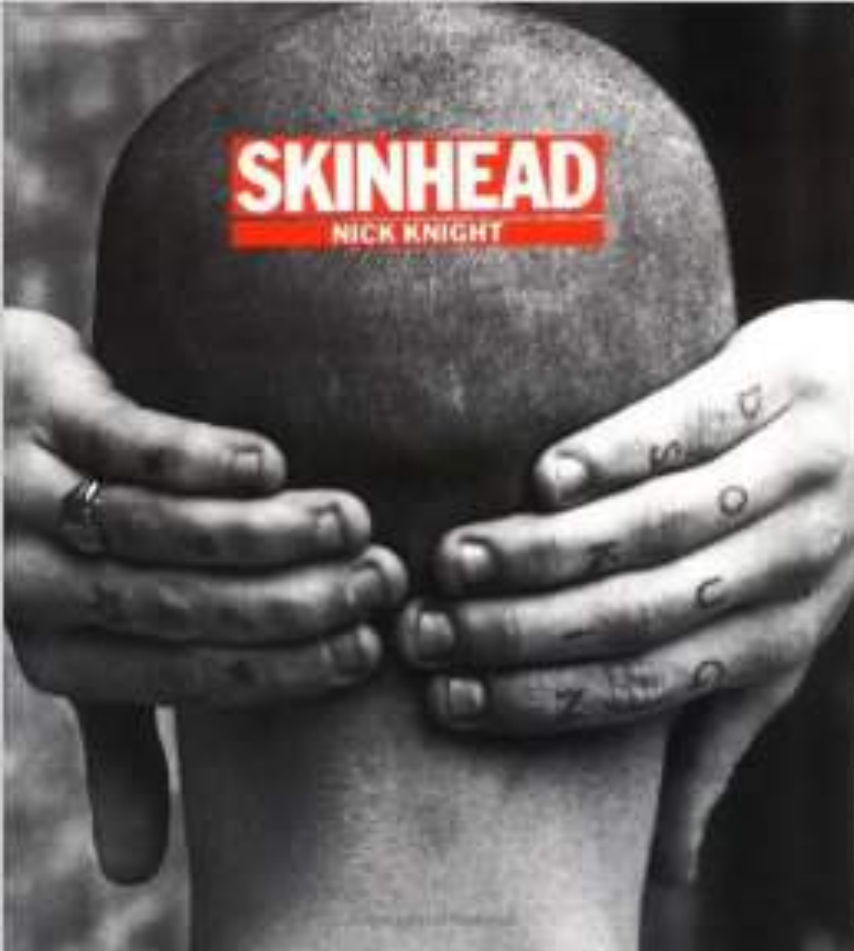
Horst P. Horst



Nick Knight



Nick Knight



Nick Knight



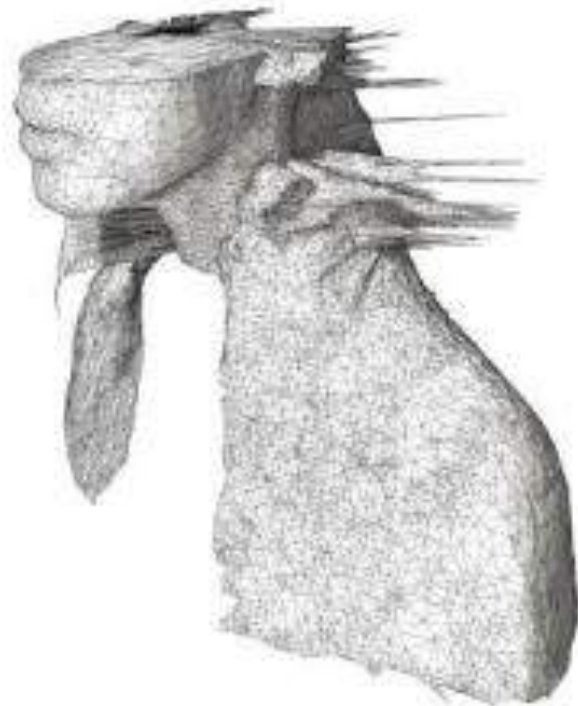
Nick Knight



Sølve Sundsbø
Norwegian,
b. 1970



Sølve Sundsbø





Sølve Sundsbø



Part III: Storytellers –
Two Condé Nast
Creative Directors
Who Broke Massive
Ground



Dennis Freedman
American, b. circa 1955

In a 032c piece published by the Business of Fashion, Freedman stated:

“W became if not an anti-Vogue then a punky little sister, a place where photographers like Juergen Teller, Bruce Weber and Philip-Lorca diCorcia could get weirder and tell more of a story.”

W

EXCLUSIVE

Brad & Angelina

A 60-Page Portfolio by Steven Klein



Steven Klein



Steven Klein



Steven Klein



Steven Klein



Chuck Close



Bruce Weber



Bruce Weber



Grace Coddington
Welsh, b. 1941

60s

KIT BABES
 Millionaire portrait
 drops, although
 by this age, women
 fully recognized
 the market for
 their own
 big money. In fact,
 to be a first wife
 had increased
 to \$3,000. Susan
 Korman, 34,
 a former model
 and actress, was
 the first to
 see the potential
 of the cat.
 She started
 a cat show
 in 1960.



graceful elegance





Grace Coddington



Norman
Parkinson



Norman Parkinson





Ellen von Unwerth

THE MAD TEA PARTY

"No room!" the March Hare and Mad Hatter shouted. "No room!" But Alice plunked herself down, desperate for some biscuits after a long day of living backward. Christian Lacroix Haute Couture dress with painted and sculpted mink dickey over a lace top and frilled lame skirt. Stephen Jones (right) wears a custom-made hat of his own design. Lacroix, as the March Hare, is at far right. Details, see In This Issue.

Your hair wants cutting," said the Hatter. He had been looking at Alice for some time with great curiosity. "You should learn not to make personal remarks," Alice said with some severity. "It's very rude"



Annie Leibovitz



I was much pleasanter at home," thought poor Alice, "when one wasn't always growing larger and smaller, and being ordered about by mice and rabbits. And yet and yet—it's rather curious, you know, this sort of life!"

DRINK ME . . .

Here was Alice to know the innocent little bottle would make her grow to such a size. As Helmut Lang watched from the wall, she curled her legs up and hoped the designer's virginia mandarin wouldn't be crushed by her startling height. Close, says the Helmut Lang made-to-measure stylist. Details, see in this issue: **BEAUTY SCORE** Go ask Alice for more: little girl Jax, by L'Oréal Color Juice in Raspberry Smooth.

Annie Leibovitz

Part IV: The Current
State of Magazine
Photography, a
Not-So-Pretty Picture

Mag Photo Pro Suzanne Donaldson



On Stock Imagery:

“At magazines, we used to spend countless hours conceiving an image to illustrate a concept. Now, every image can be reused in a very different context to what it was originally intended for. Magazines are at the mercy of seeing their images exist elsewhere. The end result? Over-saturation.”

On SnapChat + FOMO:

“We’re bombarded with images. It’s our desire to know at every moment. All of sudden, images that are readily available trump any gorgeousness or any process it takes to make a beautiful picture. This desire to know everything at every moment has just changed the world.”

Rise of Stock Imagery



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Part V: 21st Century Shifts: How Fashion Is Changing

Bloggers Ruined Everything

- Chiara Ferragni, *The Blonde Salad*
- Aimee Song, *Song of Style*
- Wendy Nguyen, *Wendy's Lookbook*
- Kristina Bazan, *Kayture*



Chiara Ferragni



Wendy Nguyen

Dapper Rappers

“Dressing well is a form of good manners.” – Tom Ford



Nas

A\$AP Rocky



Pharrell Williams

Let's Review...

Part I: Hallmarks of Horst's Work

- Studio, drama, chiaroscuro
- Black + white – with a burst of exceptional color
- Luxury + glamour (and cigarettes!) forever

Part II: Sons (+ A Daughter)

- Bruce Weber
- Herb Ritts
- Mario Testino
- Steven Meisel
- Annie Leibovitz
- Nick Knight
- Sølve Sundsbø

And Wrap It Up...

Part III: Condé Nast Storytellers

- Dennis Freedman
- Grace Coddington

Part IV: The Current State of Magazine Photography

- Shrinking Budgets
- Rise of Stock Imagery
- Digital Disconnection

Part V: 21st Century Shifts: How Fashion Is Changing

- Influx of Fast Fashion
- Those Damn Bloggers
- Shift from Insiders to Consumers
- Rise of the Dapper Rappers