Louis Vuitton
Fashion Photography
In October 2014, Rizzoli New York publishes an album of fashion photographs like no other. Bringing together nearly 200 images by leading photographers of yesterday and today, this book presents a photographic approach to the history of fashion featuring Louis Vuitton products, from its advertising campaigns to fashion articles in A-list magazines.

Initially focused on capturing the trends of the day, fashion photography has gone beyond the mere representation of a particular style or look to share a vision of a feminine ideal and bear witness to its evolution, achieving recognition as an art form along the way. An art that, filtered through the photographer's eye, offers a reflection on society and its values. The 200 photographs presented in this volume offer a singular approach to women's history and the history of photography from the 1950s up to the present. Included are photographs by major figures such as Mert Alas & Marcus Piggott, Henry Clarke, Patrick Demarchelier, Annie Leibovitz, Peter Lindbergh, Craig McDean, Steven Meisel, Helmut Newton, Juergen Teller, Mario Testino, and Inez van Lamsweerde & Vinoodh Matadin, all of whom have excelled at conveying the spirit of Louis Vuitton.

Each of the book’s three main sections — fashion articles since 1977, Louis Vuitton advertising campaigns, flashback to the 1950s — includes an introductory text by the photography writer and curator Charlotte Cotton. The book’s preface is by Martin Harrison, a curator of art and photography recognized as one of the foremost authorities on Francis Bacon and the author of a number of monographs in the field.

A limited edition, available for sale exclusively at Louis Vuitton stores and online at www.louisvuitton.com, features a deluxe white canvas binding, with a choice of three different cover photographs, by Patrick Demarchelier, Craig Mc Dean or Bert Stern.
Juergen Teller / 2014
© Juergen Teller / Model: Marte Mei van Haaster

Kacper Kasprzyk / Harper’s Bazaar / 2014
© Kacper Kasprzyk / Model: Devon Windsor
Rankin / Madame Figaro / 2012
© Rankin / Trunk Archive / Model: Frida Aasen

Craig McDean / Another Magazine / 2008
© Craig McDean / Art + Commerce / Model: Missy Rayder
Peter Lindbergh / Monogram Travel / Spring-Summer 2014
© Louis Vuitton / Peter Lindbergh / Model: Edie Campbell (represented by DNA Mannequin Management, New York)

Patrick Demarchelier / Ready-to-wear / Spring-Summer 2001
© Louis Vuitton / Patrick Demarchelier / Model: Karolína Kurková
Henry Clarke / Vogue Paris / 1955
© Henry Clarke / Artists Rights Society (ARS), New York, 2014 / ADAGP, Paris

Gleb Derujinsky / Harper’s Bazaar / 1959
© Gleb Derujinsky

Richard Avedon / Vogue US / 1966
© The Richard Avedon Foundation / Model: Veruschka, Kyoto, Japan, February 1966
LOUIS VUITTON FASHION PHOTOGRAPHY

PHOTOGRAPHERS


AUTHORS

Charlotte Cotton is an independent curator of and writer about photography. She was previously the curator and head of the Wallis Anneberg Department of Photography at LACMA (Los Angeles County Museum of Art) and earlier was curator of photographs at the Victoria and Albert Museum in London. She is the author and editor of several books, including Imperfect Beauty (2000), Guy Bourdin (2003) and The Photograph as Contemporary Art (2004).

Martin Harrison began to think seriously about fashion photography when writing the catalogue for Shots of Style, Victoria and Albert Museum, 1985, an exhibition of great fashion photographs selected by David Bailey. He is the author of numerous books, including Beauty Photography in Vogue (1987) and Appearances: Fashion Photography since 1945 (1991). As well as many non-fashion books, he has published monographs on Lillian Bassman, Patrick Demarchelier, Lisa Fonssagrives, Peter Lindbergh, Norman Parkinson, Paolo Roversi, Melvin Sokolsky and Bruce Weber. He has been writing about Francis Bacon since 1999, and the 4-volume catalogue raisonné of his paintings will be published in 2015.

Michel Mallard, creative director evolving at the crossroads of art and media, provided the innovatory force behind the re-launching of magazines such as Vogue Hommes International, L’Officiel de la Mode, Jalouse. Exhibition curator, he has conceived and organized exhibitions with artists such as Melvin Sokolsky, Steven Meisel, Steven Klein, Guy Bourdin, Saul Leiter, Inez & Vinoodh, Peter Knapp. His Paris-based art direction studio has designed books for Thomas Ruff, Jonas Mekas and Jean Baptiste Mondino, among others. For 13 years he curated the Hyères International Festival of Fashion and Photography. Among his many exhibitions stand out Fashion in the Mirror (2008) at The Photographer’s Gallery (London) and Art Director’s Cut (2005) at La Chaufferie (Strasbourg), the latter devoted to his own work as an art director.
Éditions Louis Vuitton
Publication date: 1st October 2014

— Available in French and English.
— €100 / $130.
— Trim size: 9 1/4 x 12 1/4 in.
— More than 200 color and black-and-white photographs.
— 408 pages, including 40 pages only appearing in this deluxe edition.
— This limited edition, available exclusively for sale at Louis Vuitton stores and online at www.louisvuitton.com, features a deluxe white canvas binding, with a choice of three different cover photographs, by Patrick Demarchelier, Craig Mc Dean or Bert Stern.

Bookstore Edition
Publication date: 15 October 2014

— Available in French and English.
— €75 / $85.
— Trim size: 9 1/4 x 12 1/4 in.
— Nearly 180 color and black-and-white photographs.
— 386 pages.
— Hardcover with dust jacket
LES ÉDITIONS LOUIS VUITTON

Louis Vuitton has operated its own publishing activity for some fifteen years and today offers a catalogue of more than 80 titles, including two collections resolutely focused on travel: its “City Guides” and “Travel Books”. Louis Vuitton also produces a series of richly illustrated volumes in association with several international publishers as well as art books in limited editions signed and numbered by the artists exclusively for sale at Louis Vuitton stores.

Books have always held pride of place in the history of the House of Vuitton. Gaston-Louis Vuitton (1883–1970), grandson of the founder, was himself an avid collector and keen bibliophile, whose tastes ranged from literature to art books. He founded three bibliophile societies and maintained a prolific correspondence with the publishers, illustrators and writers of his day.

When the Louis Vuitton store on the Champs-Elysées opened its doors in 1914, it already featured a comfortable reading and letter-writing room for its customers. This tradition continues into the present day at the brand’s Maisons in Paris, Taipei, Hong Kong, London, Singapore, Rome and Venice, where Louis Vuitton bookstores offer a choice selection of books on art, fashion, design and travel.

ABOUT LOUIS VUITTON

Since 1854, Louis Vuitton has brought unique designs to the world, combining innovation with style, always aiming for the finest quality. Today, the Maison remains faithful to the spirit of its founder, Louis Vuitton, who invented a genuine “Art of travel” through luggage, bags and accessories which were as creative as they were elegant and practical.

Since then, audacity has shaped the story of Louis Vuitton. Faithful to its heritage, Louis Vuitton has opened its doors to architects, artists and designers across the years, all the while developing disciplines such as ready-to-wear, shoes, accessories, watches, jewelry and stationery. These carefully created products are testament to Louis Vuitton’s commitment to fine craftsmanship.

For more information, visit www.louisvuitton.com