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Imperfect Beauty

Charlotte Cotton

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Charlotte Cotton : Imperfect Beauty before purchasing it in order to gage whether or not it would be worth my time, and all praised Imperfect Beauty:

1 of 1 people found the following review helpful. It captures the soul of '90s photography and fashion! By pierrot ce-cool Illustrated with striking images, personally selected by their creators to convey the development and range of their repertoire, the interviews reveal their motivation and key influences and offer individual perspectives on the best commercial image-making of the '90s. The collaborative process is shown to have produced some of the most vibrant and experimental work in fashion photography's history. 0 of 2 people found the following review helpful. If you say it loudly, more people will believe you. By Michael F. Herrmann 'Interviews with various photographers about how their work supposedly evolved to include happy-snaps and affected fashion photography such that it came to include more mundane posings rather than the Vogue style. A lot of the interviews seem the same and talk about how the "artist" turned commercial and how creative it all is, in spite of what the public thinks. More mundane than expected.

Published to coincide with an exhibition in the Canon Photography Gallery at the VA, this book looks at the work of key British photographers, art directors and stylists who changed the face of fashion photography in the 1990s. The images, chosen by the photographers themselves, demonstrate how, during the early 1990s, British photographers, stylists and art directors ruptured the style of fashion photography, by using ordinary domestic locations, second-hand clothing and unconventional looking models. Quickly labelled "grunge photography", this became the new fashion imagery of the decade. The illustrations show how the distinctions between editorial and advertising, photography and fine art and commercial styles became blurred while the growth in the number of magazines and the rise of the internet increased the scope and availability of fashion imagery. Through interviews and photographs, a style of photography emerges which has a harder edge and challenges previously accepted stereotypes of fashion and glamour.