



Hans Feurer, model: Claudia Schiffer, 1990 for *ELLE* FR

Swiss photographer Hans Feurer lensed this pretty summer cover for French fashion magazine *ELLE*. Shooting the model in profile and backlit, Feurer ignored conventional cover rules that required eye contact with the reader.

Hans Feurer, *Tropical White*, model: Christy Turlington, Kenya 1990 for *Vogue* US

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Hans Feurer, model: Yasmeen Ghauri, Panama 1991 for *Vogue* US

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Hans Feurer, model: Claudia Schiffer, Seychelles 1992 for *ELLE* FR











Ellen von Unwerth, model: Claudia Schiffer,
Los Angeles 1991 for *Vogue* US

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Peter Lindbergh, *Wild at Heart*, models:
Helena Christensen, Stephanie Seymour,
Karen Mulder, Naomi Campbell, Claudia Schiffer,
Cindy Crawford, New York 1991 for *Vogue* US















BACKSTAGE



Roxanne Lowit, Christy Turlington, 1992



Roxanne Lowit, Christy Turlington and Kate Moss backstage at Isaac Mizrahi, Los Angeles 1994



Roxanne Lowit, Kate Moss and Amber Valletta backstage at Vivienne Westwood RTW Spring 1996, 1995



Roxanne Lowit, Kate Moss backstage at Vivienne Westwood, Paris 1993



Roxanne Lowit, Naomi Campbell, Christy Turlington and Linda Evangelista, Paris 1990

BACKSTAGE



Mario Testino, Anna Wintour, London 1998



Mario Testino, Karl Lagerfeld surrounded by models, Paris 1994

Photographers document what happens in a moment, but fashion photographers need to do that and more. We capture events, shoots, fashion shows and life in general, but we also interpret what we see to create an interesting story the viewer can respond to. We become the narrator for designers, magazines and viewers alike.

MARIO TESTINO



Mario Testino, Kylie Bax, Paris 1997



Mario Testino, Naomi Campbell, Paris 1998

BACKSTAGE



Angelica Blechschmidt, self-portrait at her hotel during the Festival of Photography, Monte Carlo 1993



Angelica Blechschmidt, Alek Wek backstage at Chanel Couture Spring/Summer 2000, Paris 1999



Angelica Blechschmidt, Shalom Harlow and Kristen McMenamy backstage at Chanel Prêt-à-Porter, Paris 1995

Angelica Blechschmidt, the former editor-in-chief of German *Vogue*, always had a camera in her hand and snapped from the front row, backstage and at parties. Some of the shots used to appear in her *Vogue* column 'Flash!' She assembled a unique chronicle of an era at a time when street-style and backstage photography were in their infancy. Today, with digital tools, spontaneous snapshots can be edited in an instant. Yet it is the unfiltered edge of Blechschmidt's images that stands out and marks them as typically 1990s.



Angelica Blechschmidt, Kate Moss and Johnny Depp at the Atelier Versace afterparty, Paris 1995



Angelica Blechschmidt, photographer Gilles Bensimon and stylist Carlyne Cerf de Dudzeel backstage at Versace, Milan 1995

BACKSTAGE



Angelica Blechschmidt, Grace Coddington, Giorgio Armani and Hamish Bowles backstage at Armani, Milan 1995



Angelica Blechschmidt, Devon Aoki backstage at Fendi Spring/Summer 2000 by Karl Lagerfeld, Milan 1999



Angelica Blechschmidt, Liz Tilberis, Donatella Versace and Gianni Versace backstage at Versace, Milan 1995



Angelica Blechschmidt, Hamish Bowles and Suzy Menkes at Vivienne Westwood, Paris 1995



Angelica Blechschmidt, Catherine Deneuve and Yves Saint Laurent backstage at YSL Couture Spring/Summer 1996, Paris 1995



Angelica Blechschmidt, Erin O'Connor and Karen Elson backstage at Chanel Couture Fall/Winter 1999, Paris 1999

BACKSTAGE



Angelica Blechschmidt, Donatella Versace, Kristen McMenamy and Edgar Otte at an afterparty at Donatella's home, Milan 1996



Angelica Blechschmidt, Eva Herzigová backstage at Gianfranco Ferré, interview with André Leon Talley, Milan 1995



Angelica Blechschmidt, Anna Piaggi, 1995



Angelica Blechschmidt, Karl Lagerfeld, Carla Fendi and Suzy Menkes backstage at Fendi, Milan 1995



Angelica Blechschmidt, Stefano Gabbana and Domenico Dolce backstage at Dolce & Gabbana Spring/Summer collection, Milan 1993



Angelica Blechschmidt, Claudia Schiffer backstage at Chanel Spring/Summer 1996, Paris 1995

BACKSTAGE



Angelica Blechschmidt, Kirsty Hume backstage at Valentino Spring/Summer 1995, Paris 1995



Angelica Blechschmidt, Stella Tennant backstage at Valentino Fall/Winter 1996/1997, Paris 1997



Angelica Blechschmidt, Ellen von Unwerth backstage at Valentino Spring/Summer 1995, Paris 1995



Angelica Blechschmidt, Tom Ford backstage at Gucci Fall/Winter 1995/1996, Milan 1995



Angelica Blechschmidt, Sonia Rykiel and daughter Nathalie Rykiel backstage, Paris 1995



Angelica Blechschmidt, Sean Combs and Karl Lagerfeld backstage at Chanel Couture Spring/Summer 2000, Paris 1999

BACKSTAGE



Roxanne Lowit, models: Carla Bruni, Elle Macpherson, 1995 for Dior
Helmut Newton, model: Nadja Auermann, 1995 for *Vogue* IT

In the 1990s backstage photos took on an artistic and commercial value of their own. Inspirations from behind the scenes found their way into campaigns and editorials, as did Helmut Newton's photo for Italian *Vogue* and Roxanne Lowit's Dior campaign. Both depict the process of dressing – the preparation for a fashion show or a photo shoot that is normally hidden from the eyes of audiences or magazine readers. The prominent, public status of these pictures reflects the desire for authenticity that developed in the 1990s.

BACKSTAGE

