

Launch of new international fashion photography awards to bring spotlight onto global talent

Date: 02-05-2007 06:46 PM CET

Category: [Arts & Culture](#)

Press release from: [Iconique](#)

Agency: **Societas**

Cutting-edge online fashion magazine Iconique.com and progressive creative agency and think tank Societas (www.societas.ltd.uk) launch the Iconique Societas Excellence in Fashion Photography Awards

Designed to bring the international spotlight onto the very best contemporary fashion photographers, the 'Excellence in Fashion Photography Awards' launch on the 12th February 2007. Both up and coming and established professional fashion photographers are invited to submit a fashion editorial, which encapsulates the theme 'Fête des Fleurs' (Party of Flowers).

Iconique founder and Editor-in-Chief, Joost van Gorsel says of the new awards 'Iconique has been a platform for new and emerging fashion talent since its launch and the awards will provide the opportunity to highlight some of the very best talent breaking new visual boundaries in the field of fashion photography'.

Co-founder of the awards, Melissa Sterry, CEO of Societas commented 'fashion photography is a fast evolving genre thanks to new technology platforms and the globalization of the industry. The Iconique Societas Excellence in Fashion Photography Awards will enable exceptional fashion photographers the world over to show off their skills and get noticed. We aim to make the awards an annual event in the international fashion calendar to celebrate the work of the most influential and talented individuals working within this creative genre'.

The awards judging panel includes multi-award winning art director Marc Atlan, who is known for his work for clients including amongst others Comme des Garçons, Helmut Lang, Tom Ford, Yves Saint Laurent, Dior, James Perse and Marc Jacobs and top British hat couturier Louis Mariette, creator of the world's most expensive hat ever, valued at £1.5 million and made of platinum and diamonds.

Entry details for the awards will be posted at www.iconique.com/awards/

The work of 25 finalists will be selected and published online at Iconique.com. Iconique and Societas will announce the winners of the awards in early May.

Iconique Fashion Magazine

Founded in 2000 by Joost van Gorsel, Iconique.com's distinctive look and content has made it a favourite among fashion lovers all over the world. The website has won several web awards, appeared in books and has been published in numerous magazines. The best of Iconique (Excess: In here life is beautiful) was also shown in the Dutch Boijmans Museum in 2005 during 'Project Rotterdam'. Iconique is one of the organizations behind the successful stock sample sales 'Mode Marché' and is recognised as one of Europe's most cutting edge and progressive online magazines.

Societas

Breaking away from conventional business thinking, rather than working to a vertical market within the creative sphere, Societas brings together the creative fields, uniting all aspects of communication and business development. Fusing a consultancy, think tank, incubator and network, rather than simply offering production skills and crew to fulfill creative briefs, Societas pinpoint future market developments and devise creative strategies to capture the revenue potential of these developments. Specialists in launching first-to-market ventures to the global market, Societas' clients span music, film, fashion, retail, publishing, luxury goods and services.

Societas

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