



Carli Hermès

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- Groundbreaking fashion photography, which new material produced especially for this book

Dutch photographer Carli Hermès has been working all over the world as a groundbreaking photographer for over 25 years now. This book features Carli's classics including his work for brands like Martini, Swatch, Levi's, Mexx, G-Star, Nike, WE, Philips, Sony, BMW, Suitsupply and Mercedes Benz, and it has Carli's personal favorites and new images – made exclusively for the book. His rich collection is imaginative, both conceptual, honest and with a dash of kinetic moving volatility.

Carli Hermès (1963) studied photography at the Royal Academy of Moving Images in The Hague and at the Bournemouth School of Arts. He became famous with his campaigns for big brands and magazines such as *Dutch Elle*, *Black & White* and *Playboy*. He also directs commercials and videos.