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Rico Puhlmann

Fashion Photography 50s–90s

Staatliche Museen zu Berlin

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- Rico Puhlmann was one of the most internationally renowned fashion photographers over the last four decades of the 20th century
- His photographs document some of fashion history's central themes and trends
- Published to accompany the exhibition *Rico Puhlmann Fashion Photography 50s–90s,* June 27th, 2025 to February 15th February, 2026, Museum für Fotografie, Berlin

Rico Puhlmann (1934–1996) was one of the most internationally renowned fashion photographers over the last four decades of the 20th century. Puhlmann got his chance in the field of fashion magazines as an illustrator, before moving on to cover shoots and editorial work for the world's leading fashion periodicals, including *Constanze, Petra, Vogue, Harper's Bazaar, Fashions of the Times* and *GQ,* first in Berlin, and later in New York. A fatal plane crash put an abrupt end to his career. His photographs document some of fashion history's central themes: trends, including the legendary Berlin chic of the post-war period and the American Look of the 1970s, changing dress codes and poses, and a shifting image of women and men. At the same time, the publication focuses on Puhlmann's work against the backdrop of a media world organized around a division of labor, where questions of editing, layout and journalistic writing play a central role.

Text in English and German.







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