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PRESS RELEASE

Fashion, Glamour & Eroticism

W Fashion Stories – 11 sensational photo stories from New York W magazine

No less a person than Miuccia Prada has written an introduction to the tremendous fireworks of (female) fashion photography burning before your eyes in the volume with the cryptic title *W Fashion Stories*.

As insiders know “W” is the title of the world’s most influential fashion magazine and serves as an abbreviation for “Women”.

In each issue, the editors of this New York magazine revolutionize contemporary fashion photography. They get the most expensive and daring photographers on board, from Steven Meisel to Tim Walker, and book the most renowned stylists for the most brilliant and expensive models such as Tilda Swinton, Kate Moss and Amber Valetta. A combination that opens the floodgates to fantasies, nightmares, and erotic visions.

Our book features 11 of the most spectacular photo stories from recent years. It is difficult to conceive of a more erotic collection of photographed fashion fantasies. Under the innocent-sounding title *W Fashion Stories* our book eclipses everything – including elegance – that you were accustomed to from the old masters of their trade such as Helmut Newton, Hans Feuerer, Herb Ritts, und Bruce Weber.

The accompanying texts on the “making of” the series are either written by the models (Amber Valetta, Tilda Swinton) or by the photographers (Alex White, Paolo Roversi, Craig McDean, Tim Walker), or the respective stylists.

Extra:

Five video clips by photographers Steven Klein, Tim Walker, Steven Meisel, and Alex Prager present the protagonists of our book in motion. Exclusive access to the videos on the Website of Abrams publisher (www.abramsbooks.com/wstories), access code to be obtained on request from Schirmer/Mosel press department (press@schirmer-mosel.com, Tel. 089-212 670 0).

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