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# Elegance: The Seeberger Brothers And The Birth Of Fashion Photography



## Synopsis

Modern fashion photography was born when three brothers, Parisian postcard photographers, shifted their lenses to the upper echelon of French society in the early twentieth century. As impromptu portraits of beautiful women in inimitable finery at racecourses, resorts, and cafés began to appear in magazines, couturier designers such as Chanel, Hermès, and Madeleine Vionnet rushed to send their models to posh watering holes to be photographed with the beau monde. The first-ever showcase of 300 rich black and white Seeberger images, this luxe collection is a must-have for fashionistas, Francophiles, and vintage clothing enthusiasts. *Elegance* recalls a bygone era of glamour, and illuminates the candid beginnings of a now highly stylized photographic form.

## Book Information

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## Customer Reviews

I own the old book *A Fashion Parade: The Seeberger Collection*, by Celestine Dars, and love it. Unfortunately, it was only ever published in the UK and it's long out of print, so it's very hard to find and very expensive. Happily for all fans of fashion photography, Virginie Chardin has filled the gap with her new book *Elegance*. The key thing about the brothers Seeberger is that, unlike a lot of later fashion photographers, they didn't go for sometimes-arty, sometimes-pretentious, sometimes-stagy posed shots. They preferred to get out and take pictures of the fashionable women of their day as these ladies actually wore their latest and most stylish clothes; the chic racetracks such as Auteuil were an especially favorite destination for the Seebergers, as, like Ascot in Britain, the grounds were thronged by women dressed in the latest fashions. Therefore, in this

book, you'll see hundreds of photos of high fashion as it was worn in real life - not just the photographer's studio - in the first half of the 20th century. That alone should make it a first-class resource for fashion students and historians.

wow, glad I found this book. my focus is entirely on fashion images and this has really great images, especially from the teens---which aren't that plentiful (in other books), ie, real photos of the clothes from that period. the difference between the illustration of a teens style and the actual photo of a real person can be a real hoot! Anyway, lots of images that I haven't seen before of fashions from the turn of the century to about the late 30's early 40's. I have quite a library of fashion books now, but this goes into the 'real treasure' category.

"Elegance" is a beautiful book created in memoriam of celebrity photographers (Seeberger brothers) that worked before the Second World War. It portrays celebrities of those times from Britain, France and Switzerland. Pictures are outstanding and artistic for those times where the technology of photography was at the beginnings, and could be considered the first fashion photography. The people pictured are mainly from the elite of Europe but not only. However, they show Style and Class, which is so RARE nowadays. It is a great book to learn from as a photographer, but also it is greatly recommended to all who are in search of their personal style and want to refine it.

Long before Bill Cunningham was snapping his images of the fashionable on the street, before anyone had invented "paparazzi", way ahead of the cult of celebrity journalism, the Seeburgers were recording real fashion in what was then the undisputed fashion capital of the world, Paris and its environs. This book not only beautifully reproduces great images of the times, the personalities and the fashions, it delineates the hows and whys of what was taking place on all those fronts. You could revel in looking at the pictures and reading captions, but don't skip the text. To say the least it's enlightening about a remarkable era that exists only minimally in visual form.

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