



PRESS RELEASE

Models, make-up, Masterfile:

Complex fashion shooting in Toronto

The new pictures from the massive Masterfile fashion show shooting are online. Behind the lens for Masterfile were photographers John van der Schilden, Paul Wright and Christoph Strube.

Toronto/Düsseldorf, September 2007: a long red carpet, an even longer catwalk, countless models, and a crowd of paparazzi.... Where is this happening - at a large fashion show in New York, Paris or Milan? Wrong! We are actually in Toronto, Canada. Or, to be more precise, we are in a photo studio in Toronto. And the entire scene has been put together by Masterfile. The photo agency was creating images for its latest collection in May 2007 with significant investment. Managing a serious logistical challenge, three photographers worked with the aid of three crews, six photographer's assistants, and four production assistants across three connected studios.

In addition, four stylists were onsite, along with four styling assistants, seven hair and make-up artists, eleven catwalk models, forty other models and extras, and innumerable props. A catwalk on which the models presented designs from the spring/summer 2007 and fall/winter 2007 of the Canadian fashion label "Nada" was erected in the studio especially for this shooting. The preparations for the shooting began last year. Tomas Speight, SVP International & Marketing at Masterfile said: *"The investment, logistics and extent of the shootings were highly unusual for a photo agency. With this kind of high value productions we demonstrate to our creative clientele that Masterfile is more than a stock photo agency – we are a visual resource for any level of project."* The investment Masterfile put into these shootings actually did not differ too greatly from the expenses of 'real' fashion shows in the world's fashion metropolises. The only thing missing was the audience!

Masterfile

The three photographers worked under the artistic direction of Masterfile's Vicki Schelstraete, Leisa Mercer and Kara Dillon. Photographers Christoph Strube (from Toronto), John van der Schilden, and Paul Wright (both from New York) captured scores of first-class images and scenes from the multifaceted world of fashion: models on the catwalk and backstage; portraits of glamorous and high-class ladies, divas, stars and starlets on the red carpet; spokesmen and women, and celebrities giving interviews; and everything else you might associate with the snap-happy paparazzi.

Tim Lund, Head of Creative Production with Masterfile, said of the shooting: *"The image of the runway fashion show has become truly iconic. Used not only to portray the industry itself, such images universally communicate concepts of glamour, wealth, individuality and creativity, as well as the excitement and teamwork of the 'big event' or launch. Major fashion shows are of course covered editorially but it is rare indeed to have clothes, models and audience all fully released as is the case here. This has been done to ensure that all rights are available and that the images are suitable for the most varied design, advertising and promotional uses possible."*

After only one day, the excitement was over - and 4,000 images had been shot. But the real work for Masterfile's editors was yet to be done: the masses of material had to be sorted through, examined and evaluated, because only the best pictures (320 of them) would make it into the Masterfile collection. These new rights-managed images are now available exclusively at www.masterfile.com.

About Masterfile:

Masterfile Corporation (www.masterfile.com) is a global visual content provider, with an exceptional collection of rights-managed and royalty-free stock images by world-class artists. The images, covering a wide range of subjects, are stored digitally, showcased, licensed and delivered instantly to commercial clients worldwide via the Internet. Masterfile has its global headquarters in Toronto, European headquarters in Düsseldorf, sales offices in New York, Chicago, London, Milan and Paris, and independent agents in 30 other countries across six continents.

Contact Masterfile UK

Masterfile U.K. Ltd.



1 Quality Court
Chancery Lane, London, WC2A 1HR, UK

Direct.: +44 (0)870 351 7930,
Email: glawrence@masterfile.com
masterfile.com

Contact Masterfile Europe:

Masterfile European Headquarters
Schanzenstr. 20
40549 Düsseldorf, Germany

Direct: +49 (0) 211 95 77 00
Fax: +49 (0) 211 95 77 03 99
Email: duesseldorf@masterfile.com
masterfile.com

Press contact:

We would greatly appreciate brief notification of publication or if we are mentioned in your publication. If you need additional information or photo material, please contact Masterfile Corporation's Publicity Department:

L*ÉTOILE PR / Tina Husemann
Schanzenstr. 20
40549 Düsseldorf, Germany

Direct: +49 (0) 211 58 00 56 54
Mobile: +49 (0) 177 672 5403
Email: press.europe@masterfile.com or tina@letoile-pr.de