

FASHION AWARDS

THIS SEASON'S TRENDSETTERS IN FASHION AND PHOTOGRAPHY



1. THE SARTORIALIST

Scott Schuman's hugely successful blog at *TheSartorialist.com* began with a straightforward idea: full-length color digital images of finely tailored men and women accompanied by his commentary about their look. Yet even when he was starting the blog three years ago, he knew exactly where he wanted his images to fit in the larger fashion imagery landscape.

"I'd been shooting on the street and I found that the photographs I kept going back and looking at were stylish older guys who were really cool and tailored and old school," Schuman says. "I thought they looked inspirational, but I never saw that kind of look in magazines. So I was shooting things that I thought other creative people and designers would be interested in seeing and perhaps referencing."

Schuman realized that in the blog world, what would set him apart would not be technical bravado but a consistent, distinct voice—and eye.

"I didn't think so much about shooting editorial or consulting fashion labels as creating a brand or a persona," Schuman explains. What he was branding was not just his blog but himself. He had to be The Sartorialist. "When *Style.com* offered me the chance to cover the shows in Europe ... I picked the right wardrobe and I didn't hang out with runway photographers. People couldn't figure me out because I



THIS BLOGGER'S CAREFUL BRANDING AND STRAIGHT-UP PHOTOGRAPHIC STYLE HAVE FASHION EDITORS KNOCKING AT HIS DOOR.

Top: Scott Schuman, a.k.a. The Sartorialist, directing a fashion shoot.
Opposite: Schuman's "Untitled, Stockholm 2007."
Above right: "Untitled, New York 2007."

INSIDE PHOTOGRAPHY