



Fashion

"The interest for fashion has grown explosively in Sweden the last couple of years, which is extremely noticed in the demand of fashion photography. In Link Images' archive you'll find some of Swedens most desirable fashion photographers.

In February this year Jimmy Backius won the *Photographer of the Year* award by ELLE magazine. Jimmy is as well as earlier winners Camilla Åkrans and Thomas Klementsson a member of Link Image. A common nominator for all three winners is their intuitive feeling for fashion and trends. Camillas feeling for fashion and aesthetics is appreciated by the fashion industry globally. She has the skill of bringing out an elegance in each model which is unique, whether its raw as in the black and white pictures of the super model Caroline Winberg or romantic as in the image where the model plays with the colourful balloons. Thomas Klementssons pictures are full with energy with dynamic expressions and his urge to experiment is a source of constant renewal.

Jimmy Backius is currently the fashion worlds favourite with sexy and sensual imagery. He has an ability to create expressions that seduce which brings out the inner and the outer beauty of his models, something that is founded by his natural interest of other people. This is specifically brought out in the dramatic images where the models are portrayed with a melancholy black shaded eyes, a cigarette in the hand and the little black dress. Or the black and white image where the model is

wearing a white see through blouse, a black pencil skirt with sexy pumps and spontaneously holds a Kouros statue in the park. Link Image has recently added a numerous amount of beautiful exiting pictures by Jimmy. Link Image is the the image bank for fashion photography of top class."

/ Camilla Modin Djanajeff, Modin Åkerlind

News:

Berno Hjälmrud is leaving for Brazil and will be away for one month to work on a private project and photograph for the archive.

Björn Keller has got a Japanese scholarship and will make a trip to Japan the 25th of February, in the paths of Zen Buddhism.

Robert Rauschenbergs Monogram has been portrayed by Andreas Ackerup for poster and cards to the exhibition *Combines* at the Moderna Muséet. The exhibition was recently exhibited in New York, Los Angeles and Paris.

Patric Johansson has been travelling through Swedens woods and roads to photograph Swedish architects' private homes. The pictures can be viewed in the book *28 arkitekter* (28 architects) which is published by Arena Publishing House.

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