

NOWADAYS: BOSS, D&G, VOGUE, MARIE CLAIRE, VERSACE, ...

01/2008 until NOWADAYS a.k.a. the big 'first-six months 2008'-roundabout

Hello everybody...

yes true, it's been quite awhile since our last newsletter bumped into your virtual mailbox but believe us, things have been really busy around here for the last few months means we were rather in action than M.I.A. (Missing in Action). So what's new you might ask? Easy to answer - here goes...:

GERMAN VOGUE

One man, one mission: For the June-issue of the **German Vogue**, photographer extraordinaire **Mario Testino** not only worked as part-time co-chief-editor and man with the creative masterplan but also shot all stories. Almost the complete production was organized by NOWADAYS and yes we were also responsible for both the location scouting and the casting of extras. Shooting set up included Catherine McNeil, Claudia Schiffer, Edita Vilkeviciute, John Bock, Jonathan Meese, Kostja Ullmann and Nadja Auermann. Teamplayers were: Beat Bolliger (Styling), Marc Lopez (Hair Artist), Linda Cantello (Make-up Artist) and Val Garland (Make-up Artist for the Nadja Auermann story)

T-MOBILE

Long live the cellphone - In Cooperation with **Saatchi & Saatchi**, London NOWADAYS organized and produced an add campagne for **T-Mobile**. Shot in Berlin by Susanne Walström (c/o LUNDLUND)) the set crew included Stylist Maria Serra and Hair- & Make-up Artist Henriette Hoeft. Casting, Artbuying and Location Scouting courtesy of NOWADAYS.

BOSS

Working for the boss. For the Fall/Winter 08/09 season NOWADAYS produced several campaigns for **Hugo Boss**. '**Boss Selection**' aswell as '**Boss Black**' got shot in the DRS (Delight Rental Services Studio), Berlin by Mario Testino. While Delphine Danhier took over styling duties for the former, Stylist Melanie Ward was responsible for the latter. Ready-Steady Crew on both sets were Hair-Artist Marc Lopez and Make-up Artist Stephane Marais. Same place – different team for '**Boss Green**'. Behind the camera: Jean-Francois Carly (c/o DANIELA WAGNER), Hair and Make-up courtesy of Thorsten Weiss and Styling by Tabassom Charaf. Photographer for the '**Hugo**' collection was Mario Sorrenti with strong support by Joe McKenna (Styling), Paul Hannlon (Hair Artist) and Charlotte Tilburry (Make-up Artist). '**Boss Orange**' got shot in Florence by good bad guy Terry Richardson. Production and Location-Scouting: NOWADAYS with friendly support by a local production-camp. Styling care of Beat Bolliger. Hair Artist was Johnnie Sapong. Make-up work by Sharon Dowsett.

HYUNDAI

Carwash deluxe – When Japanese Car-Company **HYUNDAI** was looking for some helping hand for the realization of their photoproduction in the Commerzbank Arena Stadium in Frankfurt they found us. NOWADAYS booked Photographer Ivo von Renner. Styling by Susanne Kreyenfeld, Hair- and Make-up by Julia Sergienko.

COCA COLA

Meanwhile back in the DRS Studio photographer Sven Görlich took care of business – in our case Softdrink biz as he shot the new campaign of **Coca Cola**. Also busy on the set: LEE (c/o BASICS) as ‘The Stylist’ and Henriette Hoelft as ‘The Hair- and Make-up Artist’.

HANDELSBLATT

NOWADAYS goes Handelsblatt: For **Das Handelsblatt**, Germany's leading financial newspaper, we took over responsibility for location-research and the casting of extras as well as the complete production of Franziska Knuppe's ‘Präsidentinnen’-Story. Visually stage-managed by photographer Thomas RUSCH (c/o ROCKENFELLER & GÖBELS) it took the talent of Stylist Silvia Vater and Hair- and Make-up Artist Andreas Bernhardt (c/o BASICS) to move from good to perfect.

BOGNER HOMESHOPPING

Answering the call of **Bogner Homeshopping Magazine**, NOWADAYS not only organized the right Locations and fitting Extras but also took care of the complete production scenery for the Fall/Winter 08/09 collection shooting. Neil Kirk (c/o KLEIN PHOTOGRAPHEN) our man behind the camera just couldn't help it and made almost all of Berlin and Potsdam his workstation. Styling was provided by Sascha Gaugel, responsible for hair and make-up was Richard Brockwell.

TOD'S

From Capri with love came the new **TOD'S** campagne-shooting. Photographed by Mario Testino and styled by Carlyne Cerf it was that rare and very special combination of good job, good weather and good vibes which made the job a perfect celebration of style and beauty. Marc Lopez delivered Hair-arts and Linda Cantello was responsible for the Make-up. Special thanks to the local production company for the strong support and service beyond duty.

D&G

Back in Berlin further operation opportunities occurred in the shape of **D&G**. Produced by NOWADAYS, the Italian Labels Fall//Winter 08/09 campaign was once again shot by Mario Testino on location. Delivering proper allround-

support were Anastasia Barbieri (Styling), Marc Lopez (Hair) and Charlotte Tilburry (Make-up).

MARIE CLAIRE

It's strictly magazine time again – in this very case NOWADAYS coordinated and organized the production of two editorials for the Italian **Marie Claire**. Elisabetta Massari (Styling), Maxime Mace (Hair) and Tatsu Yamanaka (Make-up) provided the perfect surface while David Bellemere was busy catching the soul with his camera.

VERSACE

Sophisticated Italian fashion shootings need a very special treatment especially when taking place in Berlin so it didn't come as much of a surprise when with photographer Michelangelo di Battista and Stylist Alicia Gentilucci two Italians took over most of the **Versace** set. Malcolm Edwards added his experience as an Hair-Artist, Carol Dotti delivered the right Make-up and NOWADAYS coordinated the production and was responsible for the locations.

FERRAGAMO

Shot in Napoli and realised in close collaboration with an Italian production company, NOWADAYS set up the new campaign for **Ferragamo**. Once again, Mario Testino was the number one choice as man behind the camera. Marie Amelie Suave, Marc Lopez and Stephane Marais added high-class styling-, hair- and make-up skills.

QUELLE

Busy shooting for **Quelle** was photographer Dieter Hüsten. Together with Jerome Guioten (Hair- and Make-up) and Jean Claude Arts (Styling) he not only explored various unusual Berlin locations but also added quite some special flavour to his work.

NICOWA

From camera to catalogue. While Jan Rickers was the man of choice as photographer for the new **Nicowa** catalogue NOWADAYS was responsible for production, location-scouting and casting of extras. Hair and Make-up was provided by Melanie Schoene, Stylist at work was Sascha Gaugel

MARIE CLAIRE

Marie Claire Pt. 2. For the upcoming Fall edition of the Italian **Marie Claire**, photographers Stefan Indkekofer and Claudia Knoepfel worked on two large editorials, shot at various in- and outdoor locations. Stylist at duty was Ivana Spernicelli, Hair-Artist was Christoph Hasenbein and Make-up work was delivered by Steven Canavan.

S.OLIVER

It's 2008 and once again **S. Oliver** charged NOWADAYS to take care of both, the production and location-scouting for the Fall/Winter 08/09 campaigns of the 'Casual', 'QS' and 'Selection' lines aswell as the new Fragrance campagne which just got shot recently in Berlin. Responsible photographer was Daniel Schröder (c/o NERGER M&O.) while Isabelle Thiry and Agnesha Kollien delivered the right Styling and perfect Hair/Make-up work.