

MULTICHANNEL

W magazine gives next-generation photographers a shot

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Photo by Boo George, winner of *The Shot* 2013

By STAFF REPORTS

Cond Nast's W magazine is hosting a casting call competition to source the next up-and-coming fashion photographer.

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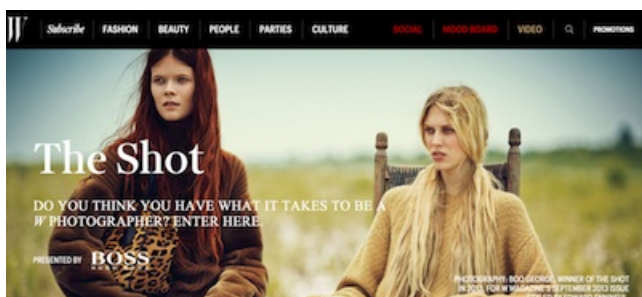
W magazine's "The Shot" is looking for photographers that have not yet worked with a major United States fashion title to even the playing field for the next-generation of creatives. The two-month competition, which launched March 1, will be judged by a panel of experts including German fashion label Hugo Boss, who has partnered for the initiative.

In view

W magazine is known for its avant-garde photography spreads and has featured the work of Steven Meisel, Steven Klein, Mario Sorrenti and Inez & Vinoodh, among countless others, in its pages. While W magazine has featured the power players of fashion photography, the title is also keen on keeping an eye on who's next.

To be considered for The Shot, aspiring photographers must upload up to three images to W magazine's Web site [submissions page](#). Submissions are being accepted until April 30, and will then be judged by W magazine's panel.

The panel of judges includes Stefano Tonchi, editor in chief of W, creative director at Hugo Boss, Jason Wu, photographers Inez van Lamsweerde and Vinoodh Matadin, the International Center of Photography's curator in residence, Charlotte Cotton and W senior photo editor Esm Ren.



Promotional image for W magazine's *The Shot*, photograph by Boo George

Submitted works will be judged on originality, creativity and technical skills. The finalist will be announced, after a

public vote on W magazine as well, in the May 2016 issue.

The winner will be tasked with creating an advertising campaign for Hugo Boss on W's Web site as well as social media integration come September 2016. Additionally, W and Hugo Boss will host an event during New York Fashion Week this coming fall.

Hugo Boss may also consider the winner to shoot its brand campaign as well.

W magazine is a champion of new talent and those making a difference in the fashion industry.

In September, the magazine teamed with Decoded Fashion, a global event series, to recognize innovators and disruptors from the fashion and retail industries.

Held Oct. 29 at New York's The Bowery Hotel, the event marked the first Fashion Future Awards held in the United States and honored individuals revolutionizing fashion and retailing. Increasingly, publishers are extending their messages off the printed page and digital content space to connect with audiences in person to create a more substantial connection ([see story](#)).

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