

JULIE VERHOEVEN
Artist and designer

As a designer, illustrator, artist and art director, Julie Verhoeven has worked with many of the biggest names in fashion, including Louis Vuitton, Versace and Mulberry. "She's such a fashion insider, but, at the same time, is such an outsider," says Todd Selby, who photographed the "classic English eccentric" at her studio in London. "She's a lecturer of fashion at Central Saint Martins [College of Art and Design], but also wears a different coloured jumpsuit every day and has an insane art studio where she spray-paints stuff on the ground. She's a very unique character ... [Her place] is pretty wild, as you can imagine."



He's hung out with Karl Lagerfeld in the designer's personal library, convinced model Erin Wasson to pose cross-legged on her bed and his website receives up to 100,000 hits a day. It's no wonder then photographer Todd Selby is fast becoming as famous as his subjects. Since launching his interiors blog, *The Selby*, in 2008, the New York snapper has become known for offering a candid glimpse into tastemakers' homes. What began as a personal project – "just me, hitting up my friends", says Selby – soon had people around the world lining up to be photographed. Collaborations with fashion houses and coffee-table books adorned with his signature watercolour illustrations, followed. And all of this made his latest project, *Fashionable Selby* – a book focused on the workspaces of the fashion pack – a natural fit.

"There are so many crazy characters in fashion," says Selby, who wanted to show the love, hard work and craftsmanship that happens behind the scenes. "You learn a lot about someone by how they work." He spent three years capturing designers, stylists, artists, illustrators, cobblers, jewellers, and eyeglass makers from around the world at work in their studios. The resulting portraits – whether they're of an exquisite fashion atelier in Paris or a punk knitter's den in Brooklyn – provide a window into a hidden world, revealing not just the places, but the personalities that create fashion. ▶

inside the STYLE SET

They're the arbiters of taste – the designers and artisans behind some of the world's biggest fashion brands. Photographer Todd Selby talks to Anne Fullerton about going inside their workrooms to get a glimpse at the people and places that bring fashion to life

THE SELBY

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“WHEN DESIGNING FOR BALMAIN IT ALL COMES DOWN TO THIS: REALNESS + DREAM = HAPPINESS”

- Olivier Rousteing

OLIVIER ROUSTEING Creative director, Balmain



Taking the reins of an historic fashion house is no easy feat, but that’s exactly what Olivier Rousteing did – at the tender age of 25 – after being named creative director of Balmain in 2011. According to Selby, it is the fashion wunderkind’s youthfulness that’s made the brand synonymous with “a certain cool girl, French style” and a favourite with everyone from Kate Bosworth to Rihanna. “I love his designs, and his space really reflects his energy,” says Selby, who photographed Rousteing, pictured here with a fit model, at the designer’s Paris atelier in 2012. “You can even see it in his drawings [above centre]. They just have so much punch to them.”



“SMELL & TOUCH: THESE ARE THE TWO SENSES OF OUR EVERYDAY LIFE”

- Christian Astuguevieille



CHRISTIAN ASTUGUEVIEILLE Designer, artist, jeweller, perfumer

“I was like a kid in a candy store,” says Selby of visiting Christian Astuguevieille’s Parisian atelier. Astuguevieille (pictured above) may be best known as the “nose” for Comme des Garçons fragrances, but his unconventional approach to design extends to furniture, jewellery and art – all of which he does under one roof. “He slips seamlessly from thing to thing,” enthuses Selby. “He was working on scent, then he was doing a painting, then he was wrapping things in rope. Being in his space, you really get a sense of his quirkiness. He’s quite amused and playful – and very intelligent.” ▶



THE SELBY



DRIES VAN NOTEN

Fashion designer

Belgian designer Dries Van Noten (pictured above and left) is renowned for his experimental approach to fabric and texture. "He puts together all these disparate elements, and then he actually assembles them on the model, explains Selby. Noten's knack for uniting unexpected pieces in an elegant, cohesive way is equally evident in his workspace – a cavernous building near Antwerp's harbour. "The dark wood cabinet, the white brick walls with the paint peeling off, the texture of the rug – you get a feeling of the richness of his work," says Selby, after photographing Van Noten there in 2013. "His dog is running around the office, and every morning, when he rides up on his bike, he brings fresh-cut flowers from his garden." ■

"IN BOTH FASHION AND GARDENING ..."



YOU TRY TO CONTROL EVERYTHING, BUT IN GARDENING YOU CAN'T CONTROL THE ELEMENTS"

– Dries Van Noten



Fashionable Selby by Todd Selby is available March 18, 2014, through Thames & Hudson, \$45.

THE SELBY