



# Norman Parkinson

*"I like to make people look as good as they'd like to look, and with luck, a shade better."*

Norman Parkinson (1913-1990) was the Twentieth Century's most celebrated fashion photographer. He pioneered epic storytelling in his images, taking portrait and fashion photography beyond the stiff formality of his predecessors and injecting an easy and casual elegance into the art. His photographs created the age of the supermodel and made him the photographer of choice for celebrities, artists, Presidents and Prime Ministers. He was a permanent fixture at historic moments photographing the British Royal Family, in private and public, as well as leading figures from the worlds of film, theatre, and music. Subjects include Audrey Hepburn, The Beatles, Twiggy, Grace Coddington, David Bowie, Iman, Jerry Hall and countless others. In a career that spanned seven decades, Parkinson dazzled the world and inspired his peers with sparkling inventiveness as a portrait and fashion photographer.