**John Rawlings**

(1912 - 1970, United States)

John Rawlings is considered one of the most important fashion photographers of Fifthy. He realised more than two hundred covers for *Vogue* America and *Glamour* (Condé Nast). In 1936, in the Vogue studio in New York, he became assistent of some of the most important photographers: George Hoyningen-Huene, Cecil Beaton, Horst P.Horst, Irving Penn. At the end of Fourthy he started to use mirrors, reflective surfaces and mixed effects of natural and artificial light. He took photos of star and the most important personality of culture and jet set of Fourthy and Fifty for Condè Nast: Marlene Dietrich, Montgomery Cliff, the Duchess di Windsor, Truman Capote, Salvador Dalì for example. In 1951 he edited *100 Studies of the Figure* and, in 1966, *The photographer and his model.*