**TONY VIRAMONTES BIOGRAPHY**

Tony Viramontes was born in 1956 in Los Angeles, USA, of Spanish and Mexican parents. He traveled extensively as a child. He studied fine art and photography in New York at FIT and Parsons, before switching to fashion and beauty illustration.

He scored an immediate success, rapidly acquiring the kind of prestigious editorial commissions too often allocated to photographers, from Lei ,Per Lui in Italy, Vogue in the USA, the Face in Britain, as well as Jill Magazine , Marie Claire Le Monde and City Magazine in France.

 Viramontes also worked with some of the most renowned names in fashion including Yves St. Laurent, Valentino, Versace, Chanel, Perry Ellis, Claude Montana and Rochas cosmetics. As well as creating portraits of Paloma Picasso and Diana Ross. The album covers he conceived for seminal artists of the period-Duran Duran, Donna Summer and Janet Jackson- caught the glitzrieg mood of the 1980s Goldy - the latest Italian version of Fiorucci - and Hanae Mori, the Japanese couturiere, asked him to take on the artistic direction of their companies, from the decoration of their boutiques to the design of their collections.