



PRESS RELEASE

BOGNER. Seen by Hans Feurer

Hans Feurer will attend the opening

Friday, 23rd September 2022

5 pm – 7 pm

on view

from Saturday, 24th September to 30th October 2022

every day, 10.30 am – 7.30 pm

Admission free

Fondazione Sozzani



BOGNER. Seen by Hans Feurer

For nearly 50 years, the work of legendary photographer Hans Feurer has shaped the visual language of the Athluxury brand BOGNER. His iconic images are part of the canon of fashion photography and have helped establish the genre of sports fashion.

To kick off Milan Fashion Week this fall, a selection of approximately 30 partly large-scale works by the veteran master will be on display at Fondazione Sozzani in 10 Corso Como and an exclusive exhibition catalog will be published.

His intimate relationship with nature and the mountains is as evident in Feurer's works as is his particularly refined understanding of staged looks. "Hans Feurer is not only an outstanding photographer but also a great fashion connoisseur," says Zurich art director Beda Achermann, who curated the exhibition in Milan and accompanied Feurer on many shoots.

Hans Feurer shot the first pictures for BOGNER in the 1970s, staging the models with breathtaking grandeur in front of dramatic alpine backdrops, emphasizing the dynamics of skiing just as impressively as the individual strength of women.

All of Feurer's pictures are characterized by a basic principle: "I like to show free women, who are scared of nothing." Another hallmark feature of his work is his masterful use of natural light—with meticulous attention to detail and an infallible feeling for the right moment, Feurer stages his models in daylight, thereby achieving the authentic glow or "Feurer shine" that, to this day, makes him one of the most sought-after fashion photographers in the world.

The relationship with the Munich-based fashion label BOGNER and the artistic friendship with Willy Bogner, Jr. have remained intact over the decades. With their shared passion of photography, sports, nature and aesthetics, the two men have decisively shaped the image of the brand over the past 50 years.

HANS FEURER (born 1939) is one of the key figure of the great era of fashion photography. In the early 1960s, Feurer opened his own studio in London. For decades, he has worked for the most important fashion magazines (including "Twen", "Comme des Garçons). He published a Pirelli Calendar in 1974. His works have been shown in numerous solo exhibitions worldwide, including in Paris, Milan, Berlin and London. Feurer lives in the Zurich Oberland and is still regularly booked for shoots.

BOGNER stands for luxurious sports fashion since its founding 90 years ago. Company founder Willy Bogner, Sr. laid the foundation as a successful skier in 1932 while the innovative patterns of the wife Maria turned the Munich-based company into an international top brand in the 1950s. Son Willy Bogner, Jr. also enjoyed success as a professional skier and expanded the brand to include sports such as tennis, golf and athleisure, coining the definition "luxury sports fashion." In addition to his own sports film productions, Willy Bogner, Jr. excelled as a photographer and cameraman for the big screen by creating stylish action sequences as a stunt coordinator in various James Bond films.