

The logo for EILEEN FISHER, consisting of the brand name in white, uppercase, sans-serif font centered within a solid black square.

EILEEN  
FISHER

## Photographer Erik Madigan Heck Shoots EILEEN FISHER Fall 2018 Campaign

New York – August 1, 2018 EILEEN FISHER – the design company recognized for its iconic, minimalist clothing - heads into its Fall 2018 Campaign collaborating with Erik Madigan Heck, one of the most acclaimed young talents in fashion photography. In addition to being a regular contributor for top publications, designers, and advertisers, he became one of the youngest photographers to receive the prestigious ICP Infinity Award. His work is at once futuristic and timeless: intense color exists within the interplay of classically elegant composition and modern definition.

EILEEN FISHER tapped a photographer that could stay true to the brand's DNA of architectural, simple shapes while capturing it in a new light. Ellie Thoren, Creative Director of Art & Photography at EILEEN FISHER explained, "Our Fall 2018 collection pulls our most iconic shapes into unexpected combinations of bold color. As the team began gathering inspiration around ways to express this in photography, Erik's work came straight to mind". The new collection gave Erik a lot to work with: a mix of vibrant color and rich textures of silk, velvet and merino in strong silhouettes that show an evolution in design.

Erik cited that he has been a longtime fan of the line, saying, "I have always admired Eileen's ability to create simple clothing that is flattering for women of all ages". Erik was able to capture the newness of the collection through a mix of solo portraits, details, and full-length shots. When shooting, he expressed, "I wanted to keep the photography within Eileen's world and not depart too much from her simplicity, but to add some of my color work that had been missing from her previous campaigns".

Erik's work is distinctive: there is a painterly quality and fullness in color that stands out. As Thoren described it, "Erik's work gives us a glimpse into a beautiful world, from lush purple landscapes at twilight to some of the most exquisitely pared down studies of form and color I have ever seen in fashion photography".

The EILEEN FISHER Fall 2018 Campaign and collection launches on August 20<sup>th</sup>.