

DIRTY PICTURES

Former Gucci designer **Tom Ford** is one of the most famous men in fashion, but painter and photographer **Marilyn Minter** had never heard of him before he approached her about shooting the fall ad campaigns for his new men's fragrance and clothing lines. The designer had discovered Minter's work when he was given a beach towel featuring *Frostbite* (2006), one of her signature images of a smudged, glittery eye, created to raise money for the Art Production Fund.

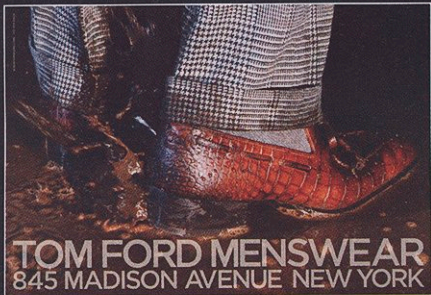
Minter's work, which is collected in a new monograph published by Gregory R.

Miller & Company, has long reflected a fascination with soiled glamour, from her "100 Food Porn" series (1989–91) to recent images of a lipsticked mouth drooling pearls. Her contract with Ford stipulated that he wouldn't remove the blemishes from any of her images. "What I do is the opposite of retouching," she explains.

The scenes Minter shot have a different kind of dirtiness than Ford's ads for Gucci, famous for their

explicit sexuality. Minter's first ad for Ford's menswear line shows model **Arthur Kulkov** splashing through muddy water in toffee-colored loafers and houndstooth trousers. Future ads will feature shattered bottles of Tom Ford for Men cologne and Brazilian model **Cintia Dicker**. Minter describes the images as "startling" and hopes that they will ignite a trend of unadulterated advertising images laced with imperfection. "Most of the time these days, the humanity is obliterated from ads," she says. "The eye starts to crave what is missing."

—**Jenny Feldman**



TOM FORD MENSWEAR
845 MADISON AVENUE NEW YORK

Retouch me not: an ad by Marilyn Minter.