

# VIGOUR

Mar 2021  
ISSUE 06

*Caren Madel*

## Jewell Farshad

Photography By  
Connor Clayton

Makeup Artist: Jean Kim

## Smooth Operator

By Joseph Omolayo  
Stevenson

Starring  
Rachel Ramsey

## Beauty looks

By Hannan Najeib  
Starring  
Ola Dawalibi

Magazine

[www.vigourmag.com](http://www.vigourmag.com)

# 56+

PAGES OF  
FASHION  
STYLE &  
BEAUTY

March  
Fashion & Beauty  
Edition

## Smoke girl

By Oksana Kirik  
Starring  
Alina Borodina

# Bloody Mary



# VIGOUR

Magazine



# Bloody Mary

Photographer: **Connor Clayton** @connorclaytonphotography  
Model: **Jewell Farshad** @Discover Management @jewellfarshad  
Makeup Artist/Hair Stylist: **Jean Kim** @@jeamkin  
Wardrobe

Jacket: **Khangle** @khangle.vn | Top: **Angel Brinks** @angelbrinks  
Dress: **Hot & Delicious** @hotandelicious @thetrendhaus Showroom  
Dress: **Alpana Neeraj** @alpna\_neeraj | Dress Cage: @PR\_solo  
Boots: **Akira** @shopakira, @thetrendhaus | Nails: @ardell  
Headpiece: **Skinny Broke Fabulous** @skinnybrokefabulous  
Headpiece: **Arturo Rios** @arturorios  
Jewelry: **Marianna Harutunian** @mariannaharutunia  
Skirt: **Niko Niko Design** @niko\_niko\_design  
Lashes: @amazinglashstudiomarinadelrey





# VIGOUR

## Magazine

### EXCLUSIVE INTERVIEW

**What were the main milestones that turned you into the artist you currently are?**

I used to be an actor. I was a model. I was a talent manager. I think each one of these leads a hand in the way I create my images today. When I think of "milestones" I think of two - the moment I made the decision to start my photography business and the COVID quarantine. After a couple months of quarantine gloom I realized all I have ever wanted was free time to focus on my photography and get better at my craft - and all I had was that time! So I got to work! Last year really was a turning point for my creativity.

**How would you describe your style?**

Dramatic, high-end, timeless, chic, classic.

I tend to shoot/edit everything in magazine or fashion ad style. I always try to focus on the garment the model is wearing and show it in it's best light. I believe as a model, you are always selling something, even if it is a lifestyle, and idea, or a mood. One thing I try to focus on with all of my shoots is dynamic posing. I tell all of my models "If it feels weird, it looks good" because I like poses that are captivating and make you think. I guess that's part of my style.

**Were you born with a camera in your hand or at what point did you start?**

No, definitely not. I always enjoyed taking photos but never considered it for a career. Even into my adult years, I never owned a camera better than your typical point and shoot that you would hang on your wrist. It wasn't until I was about 24 that I bought my first DSLR. I was suffering a really deep depression because I didn't feel like I had any purpose in my life or any career path to follow. I spent a lot of time on my commute to and from my shitty job thinking about what I should do with my life and what would make me happy. "What do you love? How can you make that your job", I would think to myself. One thing I loved was taking photos. But I also felt that everyone with a camera thinks they are a photographer. "What makes me any different"? I thought. At this exact moment in my car on the 101 northbound headed home from another grueling shift, Dolly Parton's song "Try" came on. For those who don't know the song, let's just say the title speaks for itself. As cheesy as it sounds, it was Dolly that finally gave me the push I needed. I had to take a risk and at least TRY. So I did.

I enrolled in photography classes, purchased my camera and a couple lenses, and converted my garage into a photo studio. In a few months I was scheduling photoshoots!

Looking back, my works wasn't super great in those days, but hey, we all start somewhere!

**Do you remember your first shot? What was it?**

I sure do! It was a headshot session for an 8 year old boy who had just moved to LA to be an actor. The photos were... less then perfect, to put it simply. I had to actually color my white background white in the editing process because I didn't know how to properly light a white background at the time. So embarrassing. But he and his mom loved the photos so I just took the compliment and immediately started researching how to properly light white backgrounds.

**Do you find shooting with natural light more interesting than with artificial light?**

Well I wouldn't call it "artificial light" but rather "controlled light" because it is in fact still light. I really love shooting in both settings! I got started with completely controlled light in my studio and once I was comfortable with that I ventured outdoors to learn how to work with natural light. I don't necessarily find one or the other more interesting, but each is just a tool that I decide to use based on what image I am trying to create.



**What gear do you most enjoy using at the moment and why?**

My favorite piece of equipment right now isn't even a camera or lens - it's my V flat! Well, my DIY V flat. It is literally just a large flat piece of Coroplast that is black on one side and white on the other. The simple effect of subtracting light (with the black side) or bouncing light (with the white side) can really improve the quality of an image. For my personal style, I love the deep shadows and fall-off that I can achieve with my DIY V flat.

**What do you look for when scouting new locations?**

It all depends on the shoot I am scouting for. First and foremost I have to look at where the sun is and where it will hit at certain times of the day. If my shoot is going to be in an urban setting, I look for interesting lines, patterns, and textures. If I'm doing more of a natural earth setting, I like to look for a mix of wide open spaces and interesting shrubbery which could either be used for background or to create cool shadows on the subject. I love nature and the outdoors so I find myself often placing my subject near something that I would want to photograph on its own - a burnt, dead tree, a river, interesting rock formations, etc.

**How do you prepare for your projects? Do you picture beforehand in your mind the images you take?**

I am a very visual person. When I get inspired and have a specific idea in my head, I see it so clearly that everything I do beyond that is figuring out how to bring that image to life so I can take a physical photo of it and show everyone else what was in my head. Sometimes I am able to picture the kind of shoot I want to do just by seeing the model and being inspired by their personal style and energy.

I'm not always inspired ahead of time though. Sometimes inspiration doesn't come to me until I am on the shoot and am standing in front of the model, seeing the wardrobe, and watching the hair/makeup come together. At that point my wheels will start turning and creating an image in my head. For example, this cover shoot with Jewell was like that. We talked briefly before about what she wanted from the shoot. She is from Iran where modeling is illegal for women and so she wanted this shoot to be about being a strong woman and taking her power back. She also styled the whole shoot herself so I wasn't aware of the wardrobe until the day of the shoot. When she arrived and started unpacking the clothes,

I instantly started seeing a story in my head and the wheels began to turn. I had this idea of her almost being Iranian royalty in a way. I thought how interesting it would be to portray a glamorous woman like this in a culture that doesn't respect woman as powerful, independent individuals. She was such an incredible model and I think that once I knew what she was going for, I was able to take the idea, expand on it, and give it life.

**Who were your biggest influences when you started? Now?**

Honestly... Dolly Parton. Then and now. I know you want me to tell you other photographers that influenced me, but I have been around beautiful photography my entire life being in the entertainment industry and so I can't pin down exact people that influenced my style. I've always just created images that were aesthetically pleasing to my eye and I'm glad other people are captivated by it as well.

As far as choosing Dolly as an influence, I mean, how could anyone not be influenced by her?! Her drive, her talent, her grit, her attitude towards life, her work ethic - she is just the definition of chasing and achieving your dreams and looking good while doing it!

I would be remiss to not mention my mom as well. My mom started her own company too and works her ass off every single day. She is a brilliant business woman. She always has a positive attitude and is kind to everyone (even if they don't deserve it). I think that has taken her really far in her career and it's something that I took with me when I started my business. We all know those asshole photographers who are rude and, frankly, mean on a shoot and that doesn't create good images. Making people feel comfortable and treating them kindly allows them to relax, trust you, and you get much better images when the subject is comfortable and confident. Thanks for that, mom!

**If you weren't a photographer, what would you be doing?**

Crying into gin martini and a tub of cookie butter ice cream from Trader Joes. (So the only difference from now would be the crying part)

Seriously, finding my photography passion pulled me out of a serious depression and I am so lucky to have found a career that I love so much. I love going to work every single day! Whether it be a photoshoot or just a day of never-ending editing - I love every second of it and can't imagine doing anything else.

I've spent the majority of my life in some aspect of the entertainment industry and so I'm sure I would end up doing another position in entertainment where I could be creative and help others achieve their dreams, but I don't think anything else would be as fulfilling for me as being a photographer is.





