

I bought all these flowers and leaves and started to shoot. It was fun and pretty and just what I like— a total fantasy.

-Michel Tcherevkoff



## Shoe Fleur: A Footwear Fantasy

as written by Bija Guttoff for Apple Profiles

“Taking pictures of something that just exists was never interesting to me,” says Michel Tcherevkoff. “I’ve always gravitated to photography that’s more illustrative in nature, where I can create my own reality — with a twist.”

Obeying that inclination has served the Paris-born photographer well.

One day in his New York studio, having just shot a series of cosmetic ads for Prescriptives (Tcherevkoff is internationally recognized for his skill at creating visual metaphors for clients including Canon, L’Oreal, Maybelline and Valentino), he happened to glance at a photo of a leaf he’d used in the shoot.

“The print was lying upside down on a table,” he recounts, “and I said — although no one was listening to me — ‘Hey, that looks like a shoe!’”

Michel has provided 17 x 22” renditions of Vin Blanc, Colette and Chiquita from his Shoe Fleur collection for Steppin’ Out. The highest bidder will not only receive the print, but the Shoe Fleur photography book; with forward by Diane Von Furstenberg and preface by Ferragamo.

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