

# BRANDON AVIRAM

[brandontaelor.com](http://brandontaelor.com)

EXCLUSIVE INTERVIEW  
by Michelle Black



# Introduction

“With retouching, I want to leave a sense of character, while getting rid of distractions, and get back to the original feeling you had when you took the picture. With everything in fashion, it's all about consistency. I like to quickly go back to an image that I've created, and it's nice to be able to put together a story with the same feel, without having to do the same effect over and over.”

- Brandon

And thus; PRESTIGE was born.

A man with light-colored hair, wearing a black leather jacket, is shown from the chest up. He is holding a glass of whiskey in his right hand. The background is dark and moody, with a red circular light source visible behind him. The lighting is dramatic, highlighting his face and the texture of his jacket.

Q: Who are some of your favorite photographers?

A: "I can't tell you why, but pictures from David Bailey, Richard Avedon, Patrick Demalcheleir, and David Sims really appeal to me. And that to me is really the beauty of photography... **the best pictures are the ones you can't really pin down.**"