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FASHION

Pamela Hanson Revisits the Spirit of '90s Fashion in a New Photography Book

In *Pamela Hanson: The '90s* (Rizzoli), the photographer compiles 300 of her images, including unpublished outtakes and candid snapshots, offering a nostalgic time capsule of Supermodel-era Paris from a female perspective.

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Photography Pamela Hanson, courtesy of Rizzoli.



Few decades in fashion hold as much nostalgia and enduring influence as the 1990s, and acclaimed fashion photographer Pamela Hanson is bringing its energy back into focus with her first major book release in two decades. Known for her ultra-feminine eye, Hanson revisits her most iconic work from the era, sharing neverbefore-seen images that feel as fresh today as they did 30 years ago.

The book is a visual love letter to the supermodels and muses who defined the decade—Kristen McMenamy, Christy Turlington, Carla Bruni, Stephanie Seymour, Eva Herzigová, Milla Jovovich, and Linda Evangelista among them. Across glossy magazine editorials and intimate behind-the-scenes moments, Hanson captures the youthful vitality, freedom, and joy that shaped fashion's golden age. Light and emotion are at the center of her work, revealing a female gaze that documents women not only as icons but also as individuals.



Photography Pamela Hanson, courtesy of Rizzoli.



Hanson's photography has long balanced glamour with documentary-style intimacy, and this new volume is both a nostalgic time capsule and a reminder of her ability to capture the spirit of a generation. For those who lived through the '90s—and those who are rediscovering its influence through today's trends—the collection resonates with timeless appeal.

With more than three decades of experience behind the camera, Hanson has published globally successful books, worked with leading fashion houses, and has her work held in the Smithsonian's permanent collection. This latest project cements her legacy as one of fashion photography's defining voices.

Tags

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