



THIERRY DREYFUS
The Lighting Director

LIGHT CAN DO SO MUCH – IT'S IMPERATIVE AT A FASHION SHOW.

Its prime function is to enable the press, buyers and photographers to see the clothes, accessories and make-up. But on a more cerebral level, light is about emotion. And that's where Thierry Dreyfus excels. This gentleman has light running through his veins, and it's his job to make the set come alive. Understand the importance of specific lighting to specific designer houses: think about the poetic, ecclesiastical glow Thierry creates at Ann Demeulemeester, or the slashes of a certain red he engineers at Dior Homme. Each installation adds another layer that is essential to that designer's ethos. What is Dior Homme without the red? Ann Demeulemeester once said of Thierry: "I can talk to him with other words than as a technician." Can we call him a light artist? Certainly. Can we call him the best? Certainly again. He started

back in 1985, when he produced the light at a Patrick Kelly show. "First," he told Fashion Wire Daily, "it's a collection. Second, it's the spirit of the designer. And third, it's the emotion you feel." And woe betide anyone calling a lamp a lamp in his earshot: "I don't want to say lamps – I'm fed up of lamps!" He prefers "elements of light". Everything about light for him is weaved with emotion. This gent is no mere electrician, as Ann D points out: "With lights you can create an atmosphere. I don't like what I call fashion light – that is really oppressive, but something more poetic... Thierry is not just a person who is putting up some lamps." Think the next time you look up at a show.