



PRESS RELEASE

***TIMELESS* THE 2024 PIRELLI CALENDAR BY PRINCE GYASI PRESENTED IN LONDON**

PRINCE GYASI: "WE ARE NOT BORN TIMELESS, BUT WE BECOME IT. MY SUBJECTS ARE LIKE SUPER HEROES"

THE CAL CELEBRATES 60 YEARS

London, 30 November 2023 – The 2024 Pirelli Calendar by Prince Gyasi, presented in London today, is entitled *Timeless* and celebrates people who he believes have made their mark and are destined to inspire future generations. "We are not born 'timeless', but we become it," says the Ghanaian visual artist explaining that his subjects, photographed in the vivid colours and sharp contrasts which have made him famous, are for him "like superheroes, but at the same time relatable".

Prince Gyasi is the latest of the 39 artists who have created a Pirelli Calendar and his work constitutes the 50th edition in The Cal's 60-year history, from 1964 to 2024, taking into account the years in which it was not published.

The Pirelli Calendar according to Prince Gyasi

When Prince Gyasi was commissioned for the 2024 Pirelli Calendar, he started by thinking about who he wanted to be in it and what they represented to him, building on his own sense of the West African community. As one of the youngest artists ever called upon to take on the Cal, that meant going back to his childhood and thinking about the people who have inspired him during his 28 years.

It became a story of what in the artist's eyes makes people "timeless", and Gyasi believes it is above all about perseverance and integrity. Of supermodel Naomi Campbell who appears in the Calendar under the title "Time Stopper", he says: "When you look at figures like Naomi, she's not of my generation, but she's still an icon in my generation. This can only happen if you're committed to your work and beliefs".

For the Calendar, the Ghanaian artist put these ideas into a manifesto dedicated to "those who would be timeless". He aimed to encourage people, above all the young, to learn, create, and in turn themselves inspire. "I hope to let them understand that they can do whatever they want to do if they put their mind to it and they're consistent enough," he explains.

The cast

"All the people photographed have been able to recognise their abilities and establish themselves. They have found their power, changing their destinies. This is what it means to be timeless. The people who pose challenges, do not go along with what society

thinks, are not influenced by age, fame or money, and develop their own talent in an authentic way. They do things that appear extraordinary to many but are normal to them, and can change their destinies. Even without being in the spotlight, they can change the narrative in their fields or do something different, and in turn inspire other people.”

Featured in the Calendar is His Majesty Otumfuo Osei Tutu II, King of West Africa’s historical Asante Empire, and his royal delegation, photographed at the Manhyia Palace under the title of “Royalty”. The American actor Angela Bassett represents “Altruistic”; author Margot Lee Shetterly and poet Amanda Gorman are “The Blueprint”; and contemporary Ghanaian artist Amoako Boafo is “The Chosen One”.

Gyasi dedicated a month to himself with the title “Details”. The image chosen for the cover – and one of the months – is of the “Studious” young Gyasi, as represented by child model Abul Faid Yussif.

Set against a bright turquoise background, Yussif is pictured playing with miniature versions of some of the items that appear on the Calendar’s pages: a key held by Bassett; pieces of a clock from Campbell’s set; pink ladders climbed by Gorman; a blue suitcase carried by “Man of Honour”, actor, director, DJ and producer Idris Elba.

Global superstar and actress Tiwa Savage is “Resilience”; writer, director and producer Jeymes Samuel is “Visionary”; entrepreneur, former footballer Marcel Desailly is “Focus”; and singer, artist and actress Teyana Taylor is “Future Forward”.

The shoot

Gyasi plans each of his shots meticulously, composing images that are more like painting than photography. He chooses each person with care, develops the idea for his set design and draws it, before the renderings are created and the set is built. For the Calendar shoot, the process involved the creation of diverse elements, from a melting clock to a giant red heart. “I know how I’m going to put the talent in my canvas,” he says. “Everything is done before. You always have to think of a Plan B, but I don’t like doing things at the moment because it can seem kind of messy for me.”

With one shoot in London, Gyasi chose to have a second in Ghana to represent his country’s culture and natural resources. “Ghana is a special land,” he explains. “It is the gateway to Africa where you can find everything: cacao, gold, bauxite, oil... I wanted to bring Pirelli there and reveal a new world through a Calendar that will last forever, perhaps creating new opportunities for development.

“After Botswana, where the 2008 Pirelli Calendar was shot, it is beautiful to go to another African country, discover its culture and meet the people there. It is the most peaceful country in Africa. I think it is a special place and you will feel its energy when you go there. It was inspiring to shoot there on location and to be able to convey how the country works.”

Prince Gyasi

In describing his journey to become a visual artist, Gyasi draws on a host of memories and experiences from his childhood in Ghana; from days spent with his musician grandfather to assisting a portrait photographer in Accra’s marketplaces. He used to visit recording studios and TV and radio stations with his parents, who are gospel musicians.

He didn't study photography but studied art in the form of painting, image-making, sculpture and carving. And he spent time playing with his computer's first drawing program and finding innovative ways to create with it. He aimed to build a style that people could quickly identify. "I've created a bridge between painting and photography," he states. "I'm satisfying people who love photography, I'm satisfying people who love painting, so I'm creating a new bridge, which I won't call just photography, I will call art."

Although he experimented with cameras when he was starting, Gyasi found that a smartphone provided the best way to capture some of his early images. He took pictures of young people in the impoverished district of Jamestown, where his mother was born and where he has today founded a non-profit educational organisation called Boxed Kids. His images tell visual stories that capture the atmosphere and vibrancy of his community, proposing his narrative of the traditions of Western Africa.

A key element of Gyasi's work is colour. He employs bright block colours and stark contrast in his images, often putting vivid reds, blues or pinks next to the people being photographed. His bold aesthetic presents viewers with a hyper-colourful reality, which is sometimes digitally enhanced, reflecting his experiences of the world filtered through the neurological phenomenon of synaesthesia. This creates an unconventional interplay between the senses, so someone might "taste" a shape or "hear" a colour. For Gyasi, the phenomenon causes him to associate words with colours; he sees Wednesdays as aquamarine. He considers his work as "therapy through colours" and believes colour can have a positive effect on people's mental health and happiness.

Gyasi loves art but says he has an even deeper passion for music and sport, beginning with football. In the past, he was both a DJ and a footballer.

***"Timeless"* in www.pirellicalendar.com**

The www.pirellicalendar.com website proposes – to more than 90 Countries and in 68 languages – photos, audio, videos and the texts of the 2024 Pirelli Calendar. Visitors to the site, after the initial sequence of an exploding watch, can take a journey into "Timeless", photograph by photograph, and explore the project thanks to an interactive "guide" with backstage photos, in depth material and background information.

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PRINCE GYASI MANIFESTO

I didn't always believe I could be where I am today. As a kid growing up in Ghana, I didn't think about things like legacy or timelessness.

The world was what was in front of you, and I didn't see those possibilities in my surroundings. But when I looked outward, upward, I saw artists and leaders. I saw change-makers. They provoked me to think in new ways. I was inspired and challenged by their fearlessness, their work ethic and the sacrifices they made. The drive and spirit I saw within them, I began to perceive within myself.

I started to look beyond my own world, past any obstacle or ceiling, and straight into the sky itself. These individuals taught me not only to dream of a different kind of life, but to make it a reality.

Over the years, one of the things that has struck me on my own journey is that so many of those people who inspired me as a child, keep inspiring me today. And at the same time, new figures, even younger than myself, have become giants, new inspirations. I realised that it isn't about being young or old, fresh or wise. What makes these icons who they are lies elsewhere. It is in their focus, their dedication, their passion. They never stop. They never quit.

They seem indelible, able to continue to create, achieve and imagine in ways that almost defy time itself. They are timeless. This is my theme. This is the story I want to tell. This project is a calendar, but it is not one with a great respect for time. It is anti-time. It is a celebration of these iconic individuals who with every step chart their own timeless path. In these images, my aim is to explore and reimagine how I perceived these seminal figures as a kid growing up in West Africa.

I want to tell a story that explores the power of how our achievements are experienced in the eyes of those we inspire. In the end this project is not about my journey or yours; it's about theirs, my community, the youth. This is about providing a chance for other kids like me, to see these images and to be inspired to become their own best selves.

Prince Gyasi

CREDITS

PHOTOGRAPHER / CREATIVE & ART DIRECTOR

PRINCE GYASI

CAST

HIS MAJESTY OTUMFUO OSEI TUTU II, ANGELA BASSETT, AMOAKO BOAFO, NAOMI CAMPBELL,
MARCEL DESAILLY, IDRIS ELBA, AMANDA GORMAN, PRINCE GYASI, JEYMES SAMUEL,
TIWA SAVAGE, MARGOT LEE SHETTERLY, TEYANA TAYLOR

YOUNG PRINCE GYASI
ABUL FAID YUSSIF

CASTING DIRECTOR: PIERGIORGIO DEL MORO
CASTING EXECUTIVE: JULIEN WILLIAMS

SET DESIGNER: PRINCE GYASI

STYLIST: OLA-OLUWA EBITI / HAIR STYLIST: ISSAC POLEON / MAKEUP ARTIST FOR LONDON: MATA MARIELLE
MAKEUP ARTIST FOR GHANA: ELIZABETH BOATENG

The Cast:

Amoako Boafo – *The Chosen One*
Angela Bassett – *Altruistic*
Margot Lee Shetterly & Amanda Gorman – *The Blueprint*
Young Prince – *Studios*
His Majesty Otumfuo Osei Tutu II – *Royalty*
Idris Elba – *Man of Honour*
Jeymes Samuel – *Visionary*
Marcel Desailly – *Focus*
Naomi Campbell – *Time Stopper*
Prince Gyasi – *Details*
Tiwa Savage – *Resilience*
Teyana Taylor – *Future Forward*

THE 60-YEAR HISTORY OF THE PIRELLI CALENDAR

The Pirelli Calendar, also known as “The Cal™”, was the brainchild of Pirelli UK Limited, the Group’s British subsidiary, which worked on the project with ample leeway. In 1964 the Brits, looking for a marketing strategy to help Pirelli stand out from domestic competition, appointed the art director Derek Forsyth and British photographer Robert Freeman, famous for his portraits of the Beatles, to produce what was an entirely innovative project for its day.

The result was a refined, exclusive product with artistic and cultural connotations that from the start set it apart from the world of fashion and glamour. Since then, “The Cal”™ has continued to mark the passing of time with images by the most highly acclaimed photographers of the moment – capturing and interpreting contemporary culture and often setting new trends.

From 1964 to 2024, including some interruptions over the years, a total of 50 Pirelli Calendars have been produced by 39 photographers.

The four lives of “The Cal™”

The history of the Pirelli Calendar can be divided into four periods:

- The first decade, from 1964 to ’74, which was followed by a long break in publication (for nine years) due to the world recession ;
- The second decade, from ’84 to ’94, which saw the Calendar being relaunched and becoming progressively more prominent;
- from 1994 to 2015, spanning the turn of the millennium, during which time “The Cal”™ achieved cult status as a trailblazer.
- From 2016 to today, years in which the Calendar, as always ahead of the trend, captures new sensibilities linked to cultural and aesthetic changes.

▪ *The decade from 1964 to ’74*

The early years of “The Cal”™ were the days of the Beatles, rock music and the mini skirt, but also youth protest movements and anti-Vietnam peace rallies. The Calendar soon cast off its original role as a “corporate freebie” for key clients, becoming an exclusive publication destined for a select few recipients. The models were mostly young newcomers, photographed in atmospheric, elite settings: exotic beach backdrops and natural locations. But even these early glossy images yielded a glimpse of the Calendar’s true aesthetic and cultural philosophy: “The Cal”™ aspired to be a sign of changing times.

In 1968 Harri Peccinotti took inspiration from the poetry of Elizabeth Barrett Browning, Allen Ginsberg and Ronsard; while the following year the same photographer rejected formal poses for more natural, spontaneous shots captured on California’s sunny beaches. In 1972 Sarah Moon became the first woman photographer to shoot the Calendar, shattering taboos along the way.

The announcement in March 1974 that publication was to come to a halt caused much more of an outcry in the British and international media than the launch had, a sure sign of the growing success of the Pirelli Calendar. In the following decade, various books, collections and anthologies, in different languages, were devoted to it, the most famous being a 1975 publication covering the ten years of “The Cal”™, complete with a nostalgic foreword written by none other than David Niven.

▪ *The decade from '84 to '94*

1984 finally saw the hotly awaited return of the Calendar. Under a new art director, Martyn Walsh, the Calendar went back to its roots, including discreet, almost subliminal references to the Group's hero product: tyres.

On the beaches of the Bahamas, alongside the beautiful models photographed for the 1984 Calendar by Uwe Ommer, mysterious tracks appeared in the sand: the tread pattern of Pirelli's latest creation, the P6 tyre. In terms of product placement it was a subtle but all-pervasive presence, evoking the technology that dominated the era.

In 1987 Terence Donovan created a ground-breaking Calendar featuring only black models, which included a 16-year-old Naomi Campbell at the start of her career. The following year Barry Lategan included a male model for the first time in this traditional showcase of female beauty. In 1990 Arthur Elgort produced the first Pirelli Calendar all in black and white, devoted to the Olympics and to the German film director Leni Riefenstahl.

In 1993, coinciding with the end of another decade and after a change in the company's top management, there was another important turning point. Pirelli upped its ante internationally, launching high profile advertising campaigns (including the famous image of sprinter Carl Lewis in red stilettos) and the Calendar became one of the key tools for conveying the Group's new image. The artistic direction moved into the company's Milan headquarters and it was decided that all references to tyres should be dropped. "The Cal"TM thus went back to being itself, an artistic publication with no limitations or restrictions placed on its creators except the canons of style and good taste. Pirelli, after all, is an international brand that is not identified with a single product family, but evokes a broad spectrum of values and meanings, first and foremost a commitment to innovation and the quest for excellence, elements that have always inspired the Calendar too.

▪ *From 1994 to 2015*

In 1994 Herb Ritts launched the new era of "The Cal"TM with a phenomenal line-up of supermodels: Cindy Crawford, Helena Christensen, Kate Moss and Karen Alexander. His calendar, entitled "A Homage to Women" set out to capture "the women of the '90s and their place in the world: proud, sexy and beautiful on the inside". Since then the creative talent of the photographers and the spellbinding allure of the models have been the cornerstones of the Pirelli Calendar's success. Its connection with the world of fashion and glamour have become even stronger: for runway stars, appearing in "The Cal"TM is the equivalent of making it, and the competition between newcomers is fierce.

The biggest names to grace the last few editions of the century include Christie Turlington and Naomi Campbell (again) in 1995 (photography by Richard Avedon); Carré Otis, Eva Herzigová and Nastassja Kinski in '96 (photography by Peter Lindbergh), and Inés Sastre and Monica Bellucci (the first Italian model) in '97.

In 1998 Bruce Weber devoted a few shots to male film stars and singers, including Robert Mitchum, John Malkovich, Kris Kristofferson, B.B. King and Bono, while Alek Wek and Laetitia Casta were the faces of 1999, shot by Herb Ritts, and 2000, by Annie Leibovitz.

The twenty-first century opened with a Pirelli Calendar photographed in Naples by Mario Testino, starring among others Gisele Bündchen and Frankie Rayder. In 2002 the Calendar featured numerous actresses and two celebrity granddaughters: Lauren Bush (aged 17, the granddaughter of George Senior) and Kiera Chaplin (granddaughter of the great Charlie). The 2003 cast, photographed once more by Bruce Weber, was a particularly impressive one: with three Italian beauties (Mariacarla Boscono, Eva Riccobono and Valentina Stilla) alongside famous models like Sophie Dahl, Heidi Klum, Karolina Kurkova and Natalia Vodianova, and male stars from film and sport (Alessandro Gassman, Stephane Ferrara and Richie La Montagne).

The 2004 edition, on “The Cal”™’s fortieth anniversary, focused on the hopes and dreams of divas like Catherine Deneuve and Isabella Rossellini and was entrusted to the technological creativity of Nick Knight. In 2005 it was Patrick Demarchelier’s turn: in “O espirito do Brasil” he photographed models of the calibre of Naomi Campbell and newcomers like Adriana Lima on the sun-drenched beaches of Ipanema and Copacabana. Renowned English/Turkish duo Mert and Marcus were at the helm in 2006, choosing the retro 1960s allure of the Côte d’Azur and sensual beauties like Jennifer Lopez, Kate Moss and Gisele Bündchen.

2007 was the year of Hollywood’s finest, showcasing five divas: Sophia Loren, Penelope Cruz, Hilary Swank, Naomi Watts and the up-and-coming Lou Doillon, photographed by the Dutch partners Ines and Vinoodh Matadin in California. In 2008 Patrick Demarchelier photographed The Cal™ once more, opting for locations in Asia for the very first time. Entirely shot on location in Shanghai, the cast mingled East and West, including the Chinese actress Maggie Cheung and the top model Doutzen Kroes.

In 2009 famed artist Peter Beard took “The Cal”™ to Botswana, shooting internationally acclaimed models like Daria Werbowy, Lara Stone and Mariacarla Boscono. Beard, who lived in Kenya for 30 years, is one of the world’s greatest photographers of the mystery and allure of Africa. The 2010 edition was entrusted to the American photographer Terry Richardson, “enfant terrible” known for his raunchy, provocative style, working with laid-back, sassy characters like Miranda Kerr, Lily Cole, Rosie Huntington and Ana Beatriz. Behind the 2011 calendar was the creative genius of Karl Lagerfeld: artist, aesthete and multi-talented fashion legend. In his Paris studio Lagerfeld created “Mythology”, a calendar that reflected his passion for classical Greek and Roman culture. His dazzling cast of male and female personalities included the models Baptiste Giabiconi and Brad Kroenig and the actress Julianne Moore. The 2012 edition was the work of Mario Sorrenti, who chose Corsica as the setting for “Swoon”, starring Milla Jovovich, Kate Moss and Isabeli Fontana.

In 2013 “The Cal”™ was entrusted to Steve McCurry, one of the world’s most famous photo reporters, whose shots for Pirelli revealed the changing social and economic situation in Brazil. His cast, never photographed nude, which included the Brazilian actress Sonia Braga, the singer Marisa Monte, and the models Adriana Lima, Petra Nemcova and Summer Rayne Oakes, all shared a common commitment to charity work, supporting NGOs, Foundations and humanitarian projects.

To mark the 50th anniversary of the Pirelli Calendar in 2014, it was decided to edit the photos that had been taken by Helmut Newton in 1985, but which for various reasons had never been published.

The following year, in 2015, the Calendar went off in yet another direction, and many of the themes that had only been touched on in previous editions now took centre stage in the photographers' visions.

The first was Steven Meisel, who decided to adopt a classic format – 12 models in 12 photos – with cinema heroines and icons of advertising and of the transgressive world of fashion. He introduced a highly topical theme – that of “curvy” models (Candice Huffine).

From 2016 to today

With the 2016 edition a new epoch for the Pirelli Calendar begins, embarking on a gradual and irreversible path of change. Year after year, The Cal, always ahead of the curve, takes stock of new cultural and aesthetic sensibilities.

The definitive step was taken by Annie Leibovitz with the 2016 Calendar when she decided to portray 13 successful women, from all walks of life. The tennis champion Serena Williams posed in front of her camera, as did the singer Patti Smith, the performer and musician Yoko Ono and the critic and writer Fran Lebowitz. But, among others, there were also Agnes Gund, president emerita of MoMA, the blogger Tavi Gevinson, and Mellody Hobson, president of Ariel Investments mutual funds.

The following year, the baton passed to Peter Lindbergh. At a time when the world's leading media channels were portraying women as ambassadors of perfection and youthfulness, Lindbergh offered and supported a different kind of beauty, perhaps not perfect but more real, and capable of arousing emotions. Hence the title, “Emotional”, of the 2017 Calendar, with 14 international actresses, including Nicole Kidman, Helen Mirren, Penelope Cruz and Uma Thurman. In the 2017 edition, the German master became the only photographer to have been asked to make the Pirelli Calendar for a third time, after the one he created in the El Mirage desert in California in 1996, and the one of 2002 which he shot at the studios of Paramount Pictures in Los Angeles.

In 2018 came Tim Walker, who chose to portray “Alice in Wonderland” with a cast of 18 emerging and well-established names, including Naomi Campbell, Whoopi Goldberg, Sean “Diddy” Combs and Ru Paul. Alice was played by the model Duckie Thot, whose personal story – as the daughter of Sudanese refugees who moved to Australia – made her the perfect modern-day reincarnation of Alice, a heroine with no roots and a symbol of restlessness.

The aspirations and dreams of women came to the fore once again in the 2019 Calendar. Albert Watson entitled his Calendar “Dreaming” because, in four small films, it illustrated the stories of four women determined to achieve their objectives. The images are not just portraits, but freeze-frames that investigate the women and their visions: among them Gigi Hadid, Misty Copeland, Julia Gardner and Laetitia Casta.

The theme of the 2020 Calendar became the versatility of women. The photographer was Paolo Roversi, whose “Looking for Juliet” was a photographic reinterpretation of Shakespeare's tragedy. Juliet is played by nine women, who create a personality that is simple and yet complicated, and ingenuous yet passionate to the point that she is driven by love to take her own life. Roversi explores the complexities of the female universe by searching for the “Juliet” in every woman. Beauty, strength, tenderness and courage all

coexist in a single figure, as we see in the gestures, words, smiles, tears and eyes of the protagonists, who include Emma Watson, Claire Foy, Rosalia, Indya Moore and Christen Stewart.

Pirelli did not publish the Calendar in 2021 due to the Coronavirus health emergency. After the suspension due to the pandemic, the 2022 edition – which also marks Pirelli's 150 years – returns with the photos of Bryan Adams for "On the Road" which captures the life of artists on tour.. A subject which returns in the song of the same name that the Canadian musician wrote for the Calendar and which was included in one of his albums. In 2022 Calendar relive all their moments on tour: from the tension before the show to the breaks between sound checks and concerts, from the long journeys from one city to the next to the loneliness of a hotel room. These were all experiences shared by Bryan Adams who, for the first time in the history of the calendar, is not only photographer but also part of the cast together with figures like Iggy Pop, Cher, Saint Vincent, Grimes and Rita Ora.

For the 2023 edition, Emma Summerton produced "Love Letters to the Muse", a calendar that gathers 28 shots of 14 models taken in the dreamy style that distinguishes the work of the Australian photographer. Her calendar examines the original meaning of the word "Muse": who possesses talent in literature, in science and in art. Summerton's calendar, the fifth woman to shot the Cal, is a celebration of extraordinary women, writers, photographers, poets and directors.

PIRELLI CALENDAR: PHOTOGRAPHERS, LOCATIONS AND MODELS

- 1964** Robert Freeman in Majorca, Spain
Jane Lumb, Sonny Freeman Drane, Marisa Forsyth
- 1965** Brian Duffy in Monaco and on the French Riviera, South of France
Pauline Dukes, Annabella, Virginia, Pauline Stone, Jeannette Harding
- 1966** Peter Knapp in Al Hoceima, Morocco
Shirley Ann, Sue
- 1967** Not published
- 1966** Harri Peccinotti in Djerba, Tunisia
Ulla Randall, Elisa Ngai, Pat Booth, Jill La Tour
- 1969** Harri Peccinotti in Big Sur, California
- 1970** Francis Giacobetti on Paradise Island, Bahamas
Alexandra Bastedo, Anak, Pegga, Paula Martine
- 1971** Francis Giacobetti in Jamaica, Greater Antilles
Caileen Bell, Angela McDonald, Kate Howard, Christine Townson, Gail Allen
- 1972** Sarah Moon at Villa Les Tilleuls, Paris
Suzanne Moncurr, Mick Lindburg, Boni Pfeifer, Inger Hammer, Magritt Rahn, Barbara Trenthan
- 1973** Brian Duffy in London, United Kingdom
Erica Creer, Sue Paul, Nicki Howorth, Kubi, Nicky Allen, Jane Lumb, Kate Howard, Vida, Penny Steel, Kari Ann, Elizabeth, Vicky Wilks
- 1974** Hans Feurer in the Seychelles, Africa
Eva Nielson, Kim, Marana, Chichinou, Kathy Cochaux
- 1975-83** Not published
- 1984** Uwe Ommer in the Bahamas, Central America
Angie Layne, Suzy-Ann Watkins, Jane Wood, Julie Martin
- 1985** Norman Parkinson in Edinburgh, Scotland
Anna, Cecilia, Iman, Lena, Sherry
- 1986** Bert Stern in the Cotswolds, England
Julia Boleno, Jane Harwood, Louise King, Deborah Leng, Suzy Yeo, Beth Toussaint, Gloria, Joni Flyn, Caroline Hallett, Samantha, Juliet, Clare Macnamara
- 1987** Terence Donovan in Bath, United Kingdom
Ione Brown, Colette Brown, Naomi Campbell, Gillian De Turville, Waris Dirie
- 1988** Barry Lategan in London, United Kingdom
Hugo Bregman, Briony Brind, Victoria Dyer, Nicola Keen, Kim Lonsdale, Sharon MacGorian, Naomi Sorkin, Carol Straker
- 1989** Joyce Tennyson at the Polaroid Studios, New York
Lisa Whiting, Nicky Nagel, Danielle Scott, Brigitte Luzar, Gilda Meyer-Nichof, Kathryn Bishop, Susan Allcorn, Susan Waseen, Rosemarie Griego, Akura Wall, Gretchen Heichholz, Rebecca Glen
- 1990** Arthur Elgort in Seville, Spain
Laure Bogeart, Laurie Bernhardt, Christina Cadiz, Anna Klevhag, Florence Poretti, Debrah Saron

- 1991** Clive Arrowsmith in France
Alison Fitzpatrick, Lynne Koester, Monika Kassner, Paola Siero, Nancy Liu, Katherina Trug, Jackie Old Coyote, Tracy Hudson, Rachel Boss, Carole Jimenez, Saskia Van Der Waarde, Rina Lucarelli, Susie Hardie-Bick
- 1992** Clive Arrowsmith in Almeria, Spain
Alison Fitzpatrick, Julienne Davis, Judi Taylor
- 1993** John Claridge in the Seychelles, Africa
Christina Estrada, Barbara Moors, Claudie
- 1994** Herb Ritts on Paradise Island, Bahamas
Karen Alexander, Helena Christensen, Cindy Crawford, Kate Moss
- 1995** Richard Avedon in New York, United States
Nadja Auermann, Farrah Summerford, Naomi Campbell, Christy Turlington
- 1996** Peter Lindberg at El Mirage, California, United States
Eva Herzigova, Nastassja Kinski, Kristen Mc Menamy, Navia, Carre Otis, Tatjana Patitz
- 1997** Richard Avedon in New York, United States
Honor Fraser, Ling, Cordula, Sophie Patitz, Ines Sastre, Waris Dirie, Anna Klevhag, Monica Bellucci, Gisele, Kristina, Tatiana, Irina, Jenny Shimizu, Marie Sophie, Brandy, Julia Ortiz, Nikki Uberti
- 1998** Bruce Weber in Miami, United States
Tanga Moreau, Stella Tenant, Milla Jovovich, Carolyn Murphy, Eva Herzigova, Patricia Arquette, Shalom Harlow, Kristy Hume, Elaine Irwin Mellencamp, Georgina Grenville, Kiara, Rachel Roberts, Daryl Hannah. Guests: Dermot Mulroney, Fred Ward, Ewan Mc Gregor, Dan O'Brien, BB King, Sonny Rollins, Bono, Paul Cadmus, Francesco Clemente, John Malkovich, Kelly Slater, Kris Kristofferson, Robert Mitchum.
- 1999** Herb Ritts in Los Angeles, United States
Chandra North, Sophie Dahl, Karen Elson, Michele Hicks, Carolyn Murphy, Shirley Mallmann, Laetitia Casta, Audrey Marnay, Elsa Benitez, Bridget Hall, Angela Lindvall, Alek Wek
- 2000** Annie Leibovitz in Rhinebeck, New York, United States
Lauren Grant, June Omura, Mireille Radwan-Dana, Laetitia Casta, Alek Wek, Julie Worden, Jacqui Agyepong, Marjorie Folkman
- 2001** Mario Testino in Naples, Italy
Gisele Bündchen, Aurelie Claudel, Karen Elson, Rhea Durham, Marianna Weickert, Fernanda Tavares, Angela Lindvall, Ana Claudia Michael, Liisa Winkler, Noemi Lenoir, Frankie Rayder, Carmen Kass
- 2002** Peter Lindbergh in Los Angeles, United States
Lauren Bush, Erika Christensen, Amy Smart, Bridget Moynahan, James King, Shannyn Sossamon, Selma Blair, Kiera Chaplin, Brittany Murphy, Monet Mazur, Rachel Leigh Cook, Mena Suvari, Julia Stiles
- 2003** Bruce Weber in Cilento and Paestum, Italy
Jessica Miller, Lisa Steiffert, Heidi Klum, Isabeli Fontana, Mariacarla Boscono, Natalia Vodianova, Karolina Kurkova, Sienna Miller, Alessandra Ambrosio, Rania Raslan, Bridget Hall, Sophie Dahl, Eva Riccobono, Yamila Diaz-Rahi, Filippa Hamilton, Valentina Stilla, Enrico Lo Verso, Alessandro Gassman,

- Tomasino Ganesh, Marcelo Boldrini, Jak Krauszer, Stephan Ferrara, Ajay Lamas*
- 2004** Nick Knight in London, England
Adina Fohlin, Amanda Moore, Jessica Miller, Natalia Vodianova, Karolina Kurkova, Mariacarla Boscono, Esther de Jong, Frankie Rayder, Liberty Ross, Dewi Driegen, Ai Tominaga, Pollyanna McIntosh, Alek Wek
- 2005** Patrick Demarchelier in Rio de Janeiro, Brazil
Adriana Lima, Julia Stegner, Michelle Buswell, Erin Wasson, Marija Vujovic, Fillipa Hamilton, Liliane Ferrarezi, Valentina, Diana Dondoe, Isabeli Fontana, Naomi Campbell
- 2006** Mert and Marcus in Cap d'Antibes, France
Jennifer Lopez, Gisele Bündchen, Guinevere Van Seenus, Kate Moss, Karen Elson, Natalia Vodianova
- 2007** Inez and Vinoodh in California
Sophia Loren, Penélope Cruz, Lou Doillon, Naomi Watts, Hilary Swank
- 2008** Patrick Demarchelier in Shanghai, China
Maggie Cheung, Agyness Deane, Lily Donaldson, Du Juan, Doutzen Kroes, Catherine McNeil, Mo Wan Dan, Sasha Pivovarova, Coco Rocha, Caroline Trentini, Gemma Ward
- 2009** Peter Beard at Abu Camp/Jack's Camp, Botswana
Daria Werbowy, Emanuela De Paula, Isabeli Fontana, Lara Stone, Rianne Ten Haken, Malgosia Bela, Mariacarla Boscono
- 2010** Terry Richardson in Bahia, Brazil
Daisy Lowe, Georgina Stojiljkovic, Rosie Huntington, Eniko Mihalik, Catherine McNeil, Ana Beatriz, Abbey Lee Kershaw, Marloes Horst, Lily Cole, Miranda Kerr, Gracie Carvalho
- 2011** Karl Lagerfeld in Paris, France
Bianca Balti, Elisa Sednaoui, Freja Beha Erichsen, Isabeli Fontana, Magdalena Frackowiak, Anja Rubik, Abbey Lee Kershaw, Lakshmi Menon, Heidi Mount, Erin Wasson, Natasha Poly, Lara Stone, Daria Werbowy, Iris Strubegger, Jeneil Williams, Baptiste Giabiconi, Sebastian Jondeau, Brad Kroenig, Garrett Negg, Jake Davis
- 2012** Mario Sorrenti in Murtoli, Corsica
Isabeli Fontana, Natasha Poly, Saskia De Brauw, Lara Stone, Joan Small, Guinevere Van Seenus, Malgosia Bela, Edita Vilkeviciute, Kate Moss, Milla Jovovich, Margareth Made, Rinko Kikuchi
- 2013** Steve McCurry in Rio de Janeiro, Brazil
Isabeli Fontana, Adriana Lima, Sonia Braga, Marisa Monte, Elisa Sedanoui, Petra Nemcova, Hanna Ben Abdesslem, Liya Kebede, Karlie Kloss, Kyleigh Kuhn, Summer Rayne Oakes
- 2014** Celebrations for the 50th birthday of the Calendar in Milan
1986 Calendar by Helmut Newton, in Monte Carlo and in Chianti
Antonia Dell'Atte, Susie Bick, Betty Prado
- 2015** Steven Meisel in New York, United States
Karen Elson, Anna Ewers, Isabeli Fontana, Gigi Hadid, Candice Huffine, Adriana Lima, Sasha Luss, Cameron Russel, Joan Smalls, Natalia Vodianova, Raquel Zimmerman

- 2016** Annie Leibovitz in New York, United States
Yao Chen, Natalia Vodianova, Kathleen Kennedy, Agnes Gund e Sadie Rain Hope-Gund, Serena Williams, Fran Lebowitz, Melody Hobson, Ava Duvernay, Tavi Gevinson, Shrin Neshat, Yoko Ono, Patti Smith, Amy Schumer
- 2017** Peter Lindbergh in Berlin, Los Angeles, New York, London and Le Touquet
Jessica Chastain, Penélope Cruz, Nicole Kidman, Rooney Mara, Helen Mirren, Julianne Moore, Lupita Nyong'o, Charlotte Rampling, Lea Seydoux, Uma Thurman, Alicia Vikander, Kate Winslet, Robin Wright, Zhang Ziyi, Anastasia Ignatova
- 2018** Tim Walker in London, United Kingdom
Adut Akech, Adwoa Aboah, Alpha Dia, Djimon Hounsou, Duckie Thot, Jaha Dukureh, King Owusu, Lil Yachty, Lupita Nyong'o, Naomi Campbell, RuPaul, Sasha Lane, Sean "Diddy" Combs, Slick Woods, Thando Hopa, Whoopi Goldberg, Wilson Oryema Zoe Bedeaux
- 2019** Albert Watson in Miami and New York
Laetitia Casta, Misty Copeland, Julia Garner, Gigi Hadid, Sergei Polunin, Calvin Royal III, Alexander Wang, Astrid Eika
- 2020** Paolo Roversi in Paris and Verona
Claire Foy, Mia Goth, Chris Lee, Indya Moore, Rosalia, Stella Roversi, Yara Shahidi, Kristen Stewart, and Emma Watson
- 2021** Not published
- 2022** Bryan Adams in Los Angeles and Capri
Cher, Grimes, Jennifer Hudson, Normani, Rita Ora, Bohan Phoenix, Iggy Pop, Saweetie, St. Vincent, Kali Uchis and Bryan Adams
- 2023** Emma Summerton in New York and London
Lila Moss, Guinevere van Seenus, Adwoa Aboah, Karlie Kloss, Sasha Pivovarova, Lauren Wasser, Emily Ratajkowski, Cara Delevingne, Bella Hadid, Kaya Wilkins, Precious Lee, He Cong, Adut Akech and Ashley Graham
- 2024** Prince Gyasi in London, Accra and Kumasi (Ghana)
Amoako Boafo, Angela Bassett, Margot Lee Shetterly, Amanda Gorman, Young Prince, Idris Elba, Jeymes Samuel, Marcel Desailly, Naomi Campbell, Prince Gyasi, Tiwa Savage, Teyana Taylor and His Royal Majesty Otumfuo Osei Tutu II