



# Oliviero Toscani

Branding & Marketing Pioneer and World-class Photographer



## CSA CELEBRITY SPEAKERS

Oliviero Toscani's internationally recognised work includes corporate images and advertising campaigns and was the creative force behind some of the most successful brands including Benetton, Esprit, Valentino, Chanel, Fiorucci. Most of the Benetton advertising campaigns were institutionals for the brand, always composed of rather controversial photography, usually with only the company logo "United Colors of Benetton" as caption. He is creating with La Regione Toscana a new research facility for modern communication called 'La Sterpaia'.

**"The man behind some of the most memorable and controversial ads in history"**

### In detail

Oliviero Toscani has worked as fashion photographer in the pages of magazines such as Elle, Vogue, GQ, Harper's, Esquire and Stern among others. In 2005, five years after his resignation from Benetton, he sparked controversy again with his photographs for an advertising campaign for the men's clothing brand 'Ra-Re'. In 1993, he invented, founded, and directed Fabrica, the international center for research in the arts of modern communication. In 1990 he conceived, created and directed Colors, the world's first global magazine, making of it a cult magazine, which set a trend for a lot of new editorial and communications projects. For his work he has won numerous awards.

### What he offers you

No stranger to controversy Oliviero Toscani has gained a reputation as a unique, masterful and highly creative individual. Being able to communicate in ways unthinkable to a traditional multinational corporation his presentations provide fascinating insights into the mindset of a true pioneer. Toscani's work may be a form of cynicism, or it may be a vehicle for stirring up debate around social issues. Or it may be both.

### How he presents

Oliviero Toscani is a frank and passionate speaker and a truly colourful character, very comfortable with the seeming contradictions in his nature.

### Topics

The True Colors of Oliviero Toscani  
Realizing Advertising's True Potential  
Branding & Marketing  
Modern Communication  
Creativity & Innovation  
The Power of the Media

### Languages

He presents in Italian, English, French and Spanish.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2010

Guy Bourdin: Polaroids (with Guy Bourdin)

#### 2009

Workwear: Work Fashion Seduction (with Olivier Saillard)

#### 2006

Gay Pride

#### 2000

1000 Objects: Extra-Ordinary Everyday Things English (German Edition)  
(with Colors Magazine)