



## Koto Bolofo: La Maison

By Ménéhould du Chatelle

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### **Koto Bolofo: La Maison** By Ménéhould du Chatelle

For the past four years, innovative fashion photographer Koto Bolofo has had behind-the-scenes access to the Hermès fashion empire. Bolofo, well known for his portraits and fashion shoots, and published in such prestigious periodicals as *Vogue*, *Esquire* and *i-D*, came to *Monde d'Hermès* in 2004, when he met Hermès head, Jean-Louis Dumas, one of 17 cousins who constitute the fifth generation heading the company. Bolofo recalls that "Mr. Dumas asked where I came from. I said South Africa. He asked what part. I said Lesotho. He was shocked and very excited. He explained that his great, great, great grandfather was a missionary in Lesotho and that the Zulus used to attack his mission, but the Sothos--my tribe--protected him... He called me his cousin and said that his cousin was welcome any time and I had carte blanche to photograph what I liked in Hermès." *La Maison* contains exclusive images made as Bolofo worked his way through Hermès' workshops, discovering how their wares are made, from handbags, perfumes, scarves, prêt-à-porter and shoes to the first accessory ever produced by the house: saddles. Nothing escaped his lens, not even the museum, a treasure trove of Hermès history, tucked away on Rue du Faubourg St. Honoré.

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## **Editorial Review**

### About the Author

Koto Bolofo was born in South Africa in 1959, but was raised in Great Britain after his family was forced to flee as political refugees. Bolofo's father, a history teacher, was found to have writings by Karl Marx among his teaching materials and was exiled for his supposed "communist practices." After nearly 25 years absence, father and son returned to South Africa, which Koto documented in his short film *The Land is White, The Seed is Black*. Along with his short films, Bolofo has worked for such prestigious publications as *German Vogue*, *Italian Vogue*, *Italian Vanity Fair*, *Nippon*, *L'Uomo Vogue*, *Russian Vogue*, *Italian Marie Claire*, *British GQ*, *Sport and Style*, *Provider* and many others. His advertising clients include *Hermès*, *Banana Republic*, *Façonnable*, *Burberry*, *Levi's*, *Alberta Ferretti*, *Dom Pérignon* and *Keratese*. Bolofo is currently based in Paris.

Book design by Koto Bolofo and Gerhard Steidl

Text by Ménéhould du Chatelle

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