



Budding photographer Sophie Elgort's clients range from *Teen Vogue* to the *Financial Times*.

INSIGHT

On childhood summers in Southampton: "We spent a lot of time outdoors, canoeing and picking berries, and we made amazing pies and cobblers. It was very home-oriented, and I still think of the Hamptons that way."

Camera Ready

FOLLOWING IN THE FOOTSTEPS OF HER ICONIC FATHER, ARTHUR, SOPHIE ELGORT BALANCES A GROWING PHOTO CAREER WITH HER UPCOMING WEDDING IN SOUTHAMPTON.

BY STEPHANIE MURG PHOTOGRAPHY BY ARTHUR ELGORT

Sophie Elgort arrived on the set of her first shoot as a professional photographer with more than two decades of experience and a lot of questions: Where was the art director? The scouter? The stylist? The producer? "They told me, 'No, you're doing all of that,'" says Elgort, who, as the daughter of famed fashion photographer Arthur Elgort, grew up behind and in front of the camera. "I knew he had the top shoots, but it

wasn't until I started shooting on my own jobs that I realized not all photo shoots are like that."

Elgort, now 28, has found her own way in photography, developing an aesthetic distinguished by spontaneity, luminosity, and a touch of whimsy. Her fresh, youthful point of view can be seen in work for clients ranging from *Teen Vogue* and Clinique to IBM and the *Financial Times*, for which she photographs and edits the "Suits and the City" blog chronicling style-savvy business attire.

Born and raised on Manhattan's Upper West Side and in Southampton, Elgort grew up with two brothers in a close-knit family of creatives. Her mother, Grethe Barrett Hoby, is an opera stage director and producer. Elgort majored in comparative literature at Brown University, honing her instinct for a good story long before contemplating a career behind the lens.

Her path to photography began with a post-graduate job—found on Craigslist—assisting with the opening and management of a now-defunct Chelsea nightclub, The Gates. From taking those press photos, Elgort progressed to more serious shooting when some friends started Aliomi, a fashion e-commerce venture. "I did all of the model shots for its campaigns," Elgort says. "That really started everything. I had my portfolio because of that experience." She struck out on her own in January of last year, working from a spacious studio in the Garment District and, increasingly, on location; she'll be moving to a space in Tribeca in July.

This summer, Elgort will be balancing shoots with preparations for her August nuptials to fiancé Eric Von Stroh. Her wedding dress is being designed by Hanako Maeda, whose Adeam label is among Elgort's clients. "It's a fun way to combine work and play," she says. The wedding will take place at her parents' Southampton home, and while her father will surely have a camera or two at the ready, one of his former assistants, Daphne Youree, will be the official photographer. "She's amazing," notes Elgort with a chuckle. "We actually booked the date of the wedding around the availability of the photographer." sophieelgort.com **H**