

BY **VIVEK VERMA**  
PHOTOGRAPHS **CAT BROWN**

## INTERVIEW

# Cat Brown

Cat stepped into the fashion world as a model over 20 years ago where she gained a deep understanding of the fashion world before transitioning into photography. Working with fashion brands, Cat is driven by passion for imagery which pushes boundaries and empowers clients. Working in studios across London and Kent, she crafts dynamic images that evoke emotion and powerful storytelling which has led to international awards, editorial features and art gallery exhibits.

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**I. Your journey from being a fashion model to becoming an award-winning fashion photographer is so inspiring. What was the turning point that made you realize your true passion was behind the camera?**

I enjoyed modelling immensely but even from the very beginning of my modelling career, I always found myself more fascinated by how the final imagery looked than actually modelling myself. How photographers were capturing the mood, framing the shot, and bringing the vision to life just fascinated me.

I started to realize I had this overwhelming passionate urge to tell visual stories from my own perspective. Creating art behind the camera is where my heart truly belongs.

**II. With a background in editing images for fashion agencies, how did that experience influence your transition into photography? Did it help shape your unique style?**

My background in editing images for fashion agencies played a huge role in shaping my transition into photography. Editing taught me to really see an image, not just in terms of lighting, composition, and colours, but also in how subtle details can evoke emotion and tell a story. I spent countless hours fine-tuning skin textures, adjusting tones, and enhancing fabrics — all of which gave me an intuitive understanding of what makes an image captivating.

When I picked up the camera myself, I carried that same attention to detail. I started composing shots with post-production in mind, imagining how lighting and shadows would evolve in editing. That experience pushed me toward a clean yet artistic style — polished but not overworked, always with a touch of raw authenticity.

**III. You've worked with so many prestigious magazines like Moevir Paris, Vanity VIP, and Hunter, as well as popular brands. How do you approach creating impactful imagery that resonates with such diverse clients?**

Working with magazines and brands has taught me that impactful imagery always starts with understanding the client's story and audience. Every brand or publication has a unique voice, and I see my job as translating that into visual language. My approach begins with a deep dive into the brand's identity — their history, values, and current creative direction.

For magazines, it's about understanding their editorial tone and the story they want to tell through a specific feature. From there, I collaborate closely with creative directors and stylists to conceptualise a visual narrative that aligns with their goals while staying authentic to my style.

Whether it's a sleek campaign for a fashion brand or an edgy editorial for a contemporary magazine, I focus on crafting images that evoke emotion, command attention, and leave a lasting impression. Lighting, composition, and mood are my key tools, but I always prioritize authenticity — people connect with what feels real, even in highly polished work. Flexibility and intuition are also crucial. Staying adaptable allows me to respond to the creative energy on set, often leading to the most impactful, unexpected moments.

#### **IV. Your images are breathtaking and instantly captivating. What's your creative process like, from conceptualizing a shoot to executing it?**

It all starts with storytelling. Whether it's a campaign or editorial, I ask myself: What emotion do I want to evoke? What story should the visuals tell? I gather inspiration from art, music, films, and even everyday moments. Creating detailed mood boards helps me visualize themes, colour palettes, and the overall aesthetic. I work closely with stylists, makeup artists, and set designers to refine the vision. We discuss wardrobe, set design, and how to align every detail with the narrative we're building.

I create detailed notes on lighting setups, and planned shot sequences. On set, I create an energetic but comfortable atmosphere to keep creativity flowing.



I give clear guidance but encourage subjects to explore movement and emotions. I love staying adaptable — sometimes the best shots are unplanned magic.

#### **V. As someone who's both modeled and photographed, how do you use your experience in front of the camera to guide and connect with your subjects during shoots?**

My experience in front of the camera definitely shapes the way I connect with my subjects. Having been a model myself, I know how vulnerable it can feel to be in front of the lens, and that understanding allows me to create a safe, comfortable environment for my subjects. I guide them not just with technical directions but through conversation and energy. I encourage movement, natural gestures, and expressions, rather than stiff poses. Because I know what it's like to be unsure of "looking right," I offer constant reassurance and clear guidance — whether it's subtle adjustments to posture or simply reminding them that they're doing great. Sometimes, I physically demonstrate poses or share relatable anecdotes to break the ice and ease nerves. This creates a sense of trust and collaboration, which always translates into more authentic, captivating images. Ultimately, I want my subjects to feel empowered and seen, just as I learned to feel as a model. It's a full-circle connection that brings a unique dynamic to my shoots.



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**VI. Fashion photography is all about storytelling through visuals. How do you balance the client's vision with your own creative flair while working on campaigns or magazine covers?**

The first step is always communication. I spend time understanding the client's goals, brand identity, and target audience. From there, I look for the creative freedom within that framework, finding ways to elevate the concept without straying from their vision.

I often present mood boards that showcase my interpretation of the brief, incorporating elements like colour palettes, lighting, and composition ideas. This helps align expectations while giving me space to propose fresh, unexpected ideas.

On set, I remain adaptable. Sometimes the client loves my original creative direction; other times, tweaks are necessary to better match their brand narrative. I thrive in that push and pull because it leads to innovation. The best projects are those where the client's vision and my creative instinct merge to tell a story that feels bold, authentic, and visually unforgettable.





**VII. Your studio, Jelly Media Studio, is already well-known. Where do you envision taking it in the next few years? Are there any new projects or ventures we should look forward to?**

I have a new project coming out very soon showcasing some striking visuals titled "From Ruins to Renewal: A Photographic Story of Transformation".

This editorial shoot captures the profound journey of transformation through four distinct photographic looks: Broken, Unveiling, Rebirth, and Time.

Each phase tells a unique and evocative story, using powerful imagery, styling, and artistic direction to symbolize the cycles of destruction, self-discovery, renewal, and the passage of time. There are 4 main looks:

**Broken** – A raw and emotional portrayal of fragility, loss, and the beauty in imperfection.

**Unveiling** – The moment of revelation, shedding layers to expose truth, vulnerability, and strength.

**Rebirth** – A powerful resurgence, embracing renewal, resilience, and newfound identity.

**Time** – A reflection on the journey, capturing the essence of growth, change, and the marks left by experience.

With a compelling visual aesthetic and a deeply resonant theme, this feature showcases some impactful storytelling through photography. I believe this piece will captivate the audience, sparking conversation about personal evolution and the artistry of transformation.



**VIII. Having worked with iconic brands like Aftershock London and Wolf & Badger, what's your dream brand or publication to collaborate with next?**

I would absolutely love to work for a high-fashion house like Gucci or Chanel, or a major publication such as Vogue, Harper's Bazaar, or Dazed!



# 5 tips for aspiring fashion photographers



1

## Lighting Techniques

Lighting is everything in fashion photography.

Whether using natural light or studio setups, experiment with different lighting styles (soft, harsh, dramatic) to create depth and mood.

2

## Storytelling & Concepts

Focus on Storytelling & Concepts, the best fashion images tell a story. Develop strong concepts before the shoot, considering wardrobe, location, and posing to create a cohesive visual narrative.

3

## Talented Team

Work with a talented team. Fashion photography is a team effort. Collaborate with skilled stylists, makeup artists, models, and set designers to elevate your shoot.

4

## Composition & Posing

Perfect your composition & posing. Study fashion editorials to understand angles, framing, and dynamic posing. Guide your model to create movement and emotion in every shot.

5

## Signature Style

Try to develop a signature style, and try to stand out by refining your editing style and aesthetic.