

Jair Sfez

Director



Born in Paris in 1978, Jair went to Africa as a young man where he discovered photography. After being an animal-dresser for the cinema he went on to work in an Elephant reserve in Burkina Faso. It was here that the light, the landscape and the faces that he discovered were to inspire him to become a photographer.

On his return to Paris he turned his eye to fashion and beauty photography as well as celebrity portraits. Having won the illustrious Picto Prize of the Young Fashion Photography he has gone on to work for magazines in France and internationally: Vogue Taiwan, Vogue Russia, Elle France/Russia, Interview Germany, L'officiel, jalouse, Harpers Bazaar, etc.

He started directing in 2014 and has so far worked with brands such as Armarni beauty, Helena Rubinstein, L'Oréal Paris, Lancôme, Vichy, Elie Saab or VEET

Represented in Asia by SHP.



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