

# fröhlich

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## MANAGEMENT

### vita julien samson

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#### DIRECTOR

Julien is a French director currently living between the south of France and Paris.

His esteemed work is known for its very distinctive vision. He combines an instinctive and sensitive approach. Julien's commercial work delivers powerful, authentic lifestyle imagery that strives to capture true human emotions and feelings. The truthfulness of a look, the singularity of a gesture or the rarity of a moment are consistent elements throughout his work. He is passionate and a perfectionist, showing strong artistic direction and a heightened eye for detail. He loves to hold the camera himself so he can express his vision fully. His revolutionary cinematic beauty in style, his technical eye depicts a beautiful yet highly contemporary aesthetic.

Initially an extreme sports enthusiast, Julien directed numerous films and clips in this context, shooting by himself with film, on mountain tops and out at sea, which taught him technique and gave him an eye for detail. Also during this period he crossed the USA where he discovered the art of photography, before returning to Paris - and the first fashion shoots that naturally led to beauty and lifestyle work. Travel, adventure, and touring the world form the foundation of his artistic discipline.

Julien also masters post production, however he makes sure to get as many real life shots as possible - without spurning computer enhancement when needed to make things perfect.

Actor direction is another of his strong points. Models and actresses love working with him because he knows how to push their limits and make them beautifully alive. They adore!

#### CLIENTS:

L'oreal, Lancôme, Minelli, Chantelle, Guerlain, Dior, Pantene, Louis Vuitton and many more