

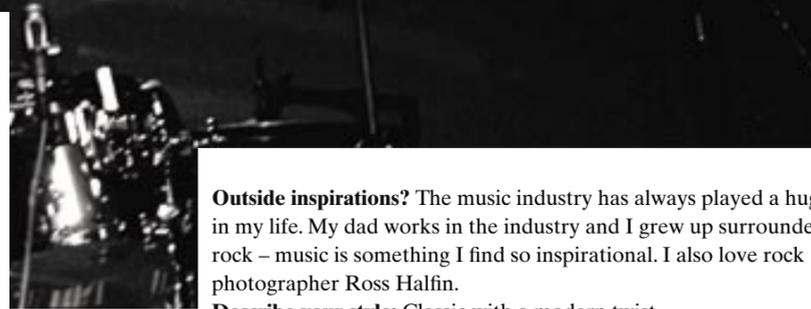


## ALEX BARRON-HOUGH

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Alex Barron-Hough knows image is everything. Since accompanying his mum to her salon appointments with Anthony Mascolo when he was just six years old, he now works alongside Anthony as a photographic assistant, a role that's been an adventure from the start. Whether he's jumping on a plane to assist on a shoot in New York or organising promotions for a rock festival, he has the kind of life most can only dream of, but modestly bats away praise, instead putting it down to being in the right place at the right time. However, there is no denying hard work and determination have played a huge part, too. "I had a place at university and had toyed with the idea of working in the city, but I decided to follow my heart instead of the money," says Alex. "I wanted to work with Anthony, so when I left school, I went to see him and he offered me a job as a studio assistant. That was six years ago and I'm still here." Modesty aside, Alex has shown his ingenuity both behind and in front of the camera, completing several shoots as a model for the brand's campaigns. This experience, Alex says, has given him a deeper understanding when he's back behind the lens on how to achieve the right image. With his career going from strength to strength, he says he wouldn't be where he is today without Anthony's guidance. "He has always said he would never ask anyone to do something he wouldn't do himself. He's a huge motivation, as is the whole TIGI team. The Bed Head Studio is like a greenhouse – everything grows well!"



**Outside inspirations?** The music industry has always played a huge role in my life. My dad works in the industry and I grew up surrounded by rock – music is something I find so inspirational. I also love rock photographer Ross Halfin.

**Describe your style:** Classic with a modern twist.

**In front of or behind the lens?** Behind.

**Rockstars or royalty?** A bit of both.

**Favourite rockstar?** Not a star, but a band – The Who.

**Favourite royal?** God save the Queen!

**What's your favourite rock song?** Led Zeppelin's *Nobody's Fault But Mine*.

**Biggest Rock 'n' Roll moment?** I hate to say it, but I have lots – being official photographer for The Who in London last December; being on stage at Live 8; watching Van Morrison at the Royal Albert Hall; and sitting in a box with my 'new friend' Eric Clapton!

**William or Harry?** Harry.

**Never leave home without?** My laptop.

**Your motto in life?** Never stop learning and never stop believing.

