

Gregory Beylerian

Gregory Beylerian was born and raised in New York City. He studied industrial design and photography at Rochester Institute of Technology and earned a master's degree in design management from Domus Academy in Milano, Italy. He currently resides in Los Angeles and also maintains an atelier in Paris with his wife, couture designer Judith Bodart Beylerian.

Beylerian's work is often described as a rich visual language that is inventive and unique. His love of various creative disciplines with emphasis on photography and painting, shape his visual vocabulary. "It is the desire to explore new ways of merging the mediums I love that keeps the inspiration flowing."

The studio works on a diverse range of projects in various mediums and markets. From gallery exhibitions, private commissions and collaborative projects with companies and organizations, Beylerian encourages art and commerce as a vital societal value.

He has received numerous photography awards and certificates of recognition from the City of Los Angeles and has been featured on *CNN*, *LA Times*, *Current TV* and numerous fine art journals and other publications.

Year of Graduation

1990

Current Position

Gregory Beylerian owns and operates his own creative studio

Jockey

"The objective was to create contemporary and provocative imagery that would bring a new and enticing energy to the Jockey brand identity program."



Inspiration

The image above is from a series of photographs Beylerian created that documents the Pole Dance Movement. The lighting and style utilized in the creation of this photograph had the feel of the direction that Jockey wanted to go in creatively and was an inspiration reference for the creation of the Jockey Hero shot.

Imagery

Shown is a behind-the-scenes collection of photos of the crew working on set.

Gregory Beylerian
Jose Zakany
Kari Castrogiovanni
John O'Connell
Kristin Schroeder
Judith Beylerian
Stacey Hummell
Aaron O'Connell

Photographer
Head Technician
2nd Technician
Director of Packaging
Creative Director
Stylist
Hair and Makeup
Model

Year of Release

2012

Awards/Achievements

Numerous photography awards and certificates of recognition from the City of Los Angeles

Featured on *CNN*, *LA Times*, *Current TV*, and numerous fine art journals and other publications

American Graphic Design Award for Jockey Sports Hang Tags, 2011

