

WENDE KROON

Independent Ghent, BE

Campaign pictures for coats, knits and silver.
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Sample site. Wendé Kroon is a fictional person; every detail here is invented.

I start with one object and build the picture around it. A coat that catches the wind on a flight of stairs. A signet ring on a red nail. Get that object right and the casting, light and location fall in behind it.

Most of my work is outerwear and jewellery for Belgian and Dutch labels: campaigns, lookbooks and the odd magazine story. I write the treatment, cast, scout, sit next to the photographer on the day and stay through retouching.

You talk to me from the first call to the final files. No account manager in between.

Four ways in

Four ways into a project. Most jobs use two of them; a full campaign uses all four.

Campaigns — Seasonal campaigns for outerwear and jewellery labels, from the first moodboard to the cut-down for social. Treatment and moodboard · Casting and location · On-set direction

Editorial — Magazine stories built on close crops, texture and one strong colour carried across every page. Story concept · Styling brief · Page sequence

Art Direction — I step in as art director on a shoot you have already booked: shot list, frame-by-frame calls, and a second eye on the monitor. Shot list · Day-of direction · Selects and notes

Image-making — Small still-life and product sets I shoot myself in the studio when a label needs pictures fast and a full crew would be too much. Still-life sets · Product on colour · Retouch-ready files

Career

Independent art director, Kroon Studio, Ghent · 2021 – now
Left the agency to work with fewer labels, longer. Four to six campaigns a year, mostly outerwear and silver.

Senior art director, Bureau Lantaarn, Amsterdam · 2017 – 2021
Ran the fashion desk: seven retained labels, two seasons a year, a team of three designers.

Art director, Koepel Magazine, Antwerp · 2014 – 2017
Art-directed thirty-one fashion stories and learned to plan a twelve-page sequence on one sheet of A3.

Junior designer, Studio Halfnacht, Rotterdam · 2012 – 2014
Lookbooks and catalogues. Mostly type, grids and press checks at five in the morning.

14	04	01	NL/EN
Years making fashion pictures, agency and independent.	Disciplines, from treatment to still-life.	One person on your job, brief to final retouch.	Briefs and calls in Dutch or English.

Record

Study, shortlists and the few talks I have said yes to.

2025 Shortlist **Late Ferry** [NOORDZEE IMAGE AWARD]

2024 Talk **Cold light, warm skin** [FOTOWEEK MAAS]

2019 Jury **Graduate show** [ACADEMIE WESTZIJDE]

2012 Education **BA Graphic Design** [ACADEMIE WESTZIJDE]