

Street style with a difference

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06/05/2015 "The Sartorialist" Scott Schuman is a photographer and one of the most famous fashion bloggers in the world. We accompanied him in a Porsche 911 Targa 4 GTS from Milan to Paris.

Milan with the hustle and bustle on its streets. And in the middle of it all is Scott Schuman at work. A young woman in a beige coat poses in front of his camera – spontaneously. The fashion blogger doesn't plan any photo shoots, but simply strolls through the city. If someone catches his eye, he goes up and speaks to that person. His credo: "You can't make it happen, but you just have to be ready when it does." He simply reacts to life.

And he does so with considerable success – even without any training in photography. In fact, Schuman is a costume designer. He used to work in the marketing department of the fashion house Valentino until he decided to stay at home for his children. It was during this time that he discovered his passion for photography. He published his photos in his blog "The Sartorialist" – and brought street style onto the Web.

Schuman finds that the Porsche 911 Targa 4 GTS also has a generous helping of street style. In this video, he explains what it is about the car that enthuses him so much:

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