

BEHIND THE LENS

with filmmaker/photographer
Derek Lebrero

Vero Moda Magazine recently had the opportunity to speak with Derek Lebrero a Montreal born fashion photographer and filmmaker. Derek shot VERO MODA'S Fall 2011 campaign video. He currently works out of and resides in Los Angeles, California. We wanted to ask Derek a bit about what it is like to be in the heart of the action but behind the lens.



you encountered in our little world?

DL: I've been lucky enough to shoot the likes of Tom Ford, Lindsay Lohan, Paris Hilton, Rachel Zoe, Motley Crue and many other celebs and musicians, so I've seen a thing or two! (laughs)

VM: OK, ENOUGH SAID. WHAT'S THE BEST PART OF SHOOTING FOR YOU?

DL: I love being in the center of things. Being an observer of the given moment. What I love about holding a camera is that you always have the best seat in the house. If you're shooting a concert, you're right there on stage in their face! It is so much better than being in the crowd. It's also such a great way of keeping that childlike openness to things around you. You are always looking for what is exceptional. You can be walking down the street and see beautiful things or moments all around you, whether it be a cute dog, a distressed wall or a beautiful woman, and you want to capture it. You want to make a note of it as best you can, and for me, that's the way I want to live my life – always allowing beautiful things to capture my attention. On a related note, in my spare time there's nothing more fun than hanging out and playing with my girlfriend's two-year-old daughter and seeing her grow. When it comes down to it, that's what it's all about.

To see more of Derek's work, please visit:
www.drivenproductions.tv
www.dereklebrero.com



VM: SO, DEREK WHAT ARE YOU CURRENTLY WORKING ON?

DL: This past week was shooting time-lapse sequences in Hollywood and Santa Monica as well as shooting fashion on Venice Beach and planning for a shoot this week in San Diego where I will be doing a video as well as stills.

VM: HOW DID YOU GET STARTED AND WHOM HAVE YOU WORKED WITH?

DL: I started my career when I was about 15, going to seedy bars and concert venues to take shots of punk bands when I wasn't even old enough to be in those bars in the first place. Then I got into filmmaking and have done hundreds of teasers and trailers, making-ofs, short films and viral videos for numerous clients like Ubisoft, Aldo, Sony and even Vero Moda as you know (laughs).

VM: BUT OF COURSE, YOU SHOT OUR VIDEO LOOKBOOK.

DL: That was a blast and everything looked great!

VM: Do you have any anecdotes or memorable experiences while filming?

DL: Traveling is the best part for me. I've really been blessed. My work has given me the opportunity to go to Europe, Bali, Tokyo and even got me lost in the Amazon for a couple of weeks. That was an incredible experience! I was in Africa directing a documentary and we wanted the best possible shots so we camped in the middle of the Savanna in Kenya. We had two guards armed with AK-47 machine guns to protect us from whatever was lurking around. In the middle of the night, in the pitch black, we heard an elephant trumpet and then a lion roar. This happened about thirty feet from us in the pitch black! The elephant then started charging and the ground was shaking and trees were getting knocked down and we ran for the Range Rover as our guards were loading their guns. We never saw the animals, it was that dark, but if you hear a lion roar and an elephant trumpet when there are no fences to protect you, you really realize how primal those sounds are. Your heart literally stops and your throat just clogs up. They were the most impressive sounds I have ever heard in my life and I will never forget them. We were definitely not at the top of the food chain that night.

VM: (LAUGHING) THAT'S A FAR CRY FROM THE FASHION WORLD ISN'T IT?

DL: Scarily enough, not really.

VM: (laughs) Oh, really? Care to divulge? What have



Derek with his best friend Cami