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Duran Duran Unseen... Paul Edmond Photographs 1979-1982

written and designed by Kasper de Graaf & Malcolm Garrett

Pictures © Paul Edmond EMBARGOED

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Visit www.duranduranunseen.com to pre-order your copy signed by Paul Edmond with a free exclusive set of 6 postcards from **Duran Duran Unseen**.

Nick Rhodes: "Better than anyone else from that period, Paul captured those very early moments, the inception of the band, whilst we were stumbling around trying to find what our identity was going to be."

Duran Duran Unseen features a rare and extensive collection of photographs by Paul Edmond that captures the essence of the post-punk glamour scene in the industrial English city of Birmingham in the early 1980s – including the rise of one of its most successful global exports, Duran Duran.

In 1980 Paul Edmond was a young, up-and-coming photographer who, besides the members of Duran Duran, was friendly with the leading participants in the Birmingham music and style explosion, all of whom feature in this book: Patti Belle and Jane Kahn, whose Kahn & Belle fashion label typified post-punk glamour; Jon Mulligan, founder of the band Fashion which greatly influenced John Taylor and Nick Rhodes; Jane Farrimond and Martin Degville who created the fashion label YaYa and later made their mark with Sique Sique Sputnik; and the brothers Paul and Michael Berrow, owners of the Rum Runner nightclub who became Duran Duran's first managers.

These pictures of Duran Duran and their friends were taken between 1979 and 1982, starting before the band released their first single Planet Earth (in March 1981) and during their earliest taste of fame.

Kasper de Graaf: "The appeal of Paul Edmond's pictures is not just that most of them are hitherto Unseen, but that they capture Duran Duran as part of the scene from which they emerged; not just Unseen, but Unvarnished, Uncensored and, as yet, Unstyled."



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Paul Edmond's distinctive style is best described as glamour reportage, with an uncanny ability for catching the moment, delving just below the image his subjects are trying to project, without losing the magic. His pictures are both immediate and unmistakably of their period, sometimes funny and often poignant.

Many of the pictures in 1981 and 1982 were taken for New Sounds New Styles, the music-art-and-fashion magazine edited by Kasper de Graaf and designed by Malcolm Garrett – the creative team who went on to produce all of Duran Duran's record sleeves, books, merchandise and print design from 1981 until the split (temporary, as it turned out) of the classic line-up in 1985 – and who have also produced this book.

John Taylor: "The nice thing about these is that we're just so raw. With these we never had photo approval, we never saw polaroids. If you'd shown us polaroids we'd all have freaked out and none of it would have happened."

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Duran Duran Unseen

Duran Duran in London, 1980, in an unpublished photosession for Sounds





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Duran Duran Unseen

Patti Belle, whose Kahn & Belle fashion label typified post-punk glamour



Duran Duran Unseen

Steve Gibbons with Trevor Burton, guitarist in the Steve Gibbons Band and founder member of The Move



Duran Duran Unseen

Martin Degville, later of Sigue Sigue Sputnik





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Duran Duran Unseen

In Chipping Norton recording the first album, photosession for The Face





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Duran Duran Unseen

JT relaxing in Chipping Norton





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Andy Taylor "Page 3 Magnet" with Michael Berrow





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Roger Taylor with Kasper de Graaf





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Duran Duran Unseen

The Lindsay Hotel, Fulham, 1980.





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Jon Mulligan, influential founder of Fashion





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Duran Duran Unseen

Ronda with Kahn & Bell mannequin

