

The thesis *Photography and fashion: formation of Empty Image* explores the phenomenon of fashion photography as it appears in lifestyle magazines. The hypothesis of this study is that the current fashion photography uses creative painting techniques, which denies the key idea about photography - that photography mirrors reality - but in the same time photography recipients are expected to believe this idea. This leads us to the assumption that fashion misuses photography. Fashion Photography, by constant repetition and displaying identical objects that in reality don't exist, which only refer to an indefinite referent gives rise to an empty image with no meaning.