

Beat: News

World Fashion Week® China 2024 Honors Robbie Merritt

Life Time Achievement Award

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USPA NEWS - The World Fashion Week® and World Fashion Exhibition® honored world-renowned celebrity photographer, filmmaker and author Robbie Merritt, presenting a Lifetime Achievement Award. The World Fashion Week® and World Fashion Exhibition® China 2024 was held in the city of Shanghai and Hangzhou from September 27th to 30th.

Merritt's four-decade-long career has left an indelible mark on the global fashion industry and beyond, becoming Goodwill Ambassador of the World Fashion Exhibition® and World Fashion Week® mission in Africa.

Robbie Merritt began his journey in photography back in 1977, shortly after earning his Diploma in Photography. His early career blossomed at TVW7 and the Australian Broadcasting Corporation (ABC). Over the years, his creative vision and technical expertise have been lauded by peers and critics alike. Influencer Times Magazine (May 2023) described him as an individual with "an unmatched passion for their craft and a highly unique approach to creativity." Merritt will often be seen laying on wet floors or climbing trees just to get that shot that no one else has seen.

A pioneer in celebrity fashion photography, Merritt was appointed as the First Official Photographer to World Fashion Week (WFW) in Paris in 2014, a prestigious recognition of his outstanding contributions to the global fashion industry. His career has seen him photograph high-profile figures, including Prime Ministers, politicians, actors, models, and leading fashion brands worldwide.

Beyond his photography, Merritt has consistently utilized his talents to champion humanitarian causes. His 2013 exhibition "You Are Beautiful" showcased portraits of over 100 Australian cancer survivors at the Perth Town Hall, raising over \$200,000 AUD for cancer research. This work earned him a nomination for Australian of the Year in 2014. As a cancer survivor himself, Merritt continues to dedicate his life to both the art and advocacy communities.

Merritt's career in photojournalism, currently active within the United States Press Agency and Presswire, is equally impressive, with his work viewed over 22 million times on Google, earning him the title of Google Master Photographer. Despite semi-retirement in Sydney, he continues to offer high-end corporate portraits from his home studio, ensuring that his passion for capturing unique moments never fades.

World Fashion Week and World Fashion Exhibition Lifetime Achievement Award recognizes Robbie Merritt's enduring influence on the fashion and photography worlds, as well as his unwavering commitment to humanitarian efforts. His dedication to his craft and the profound impact of his work continue to inspire countless individuals across the globe. Merritt continues to inspire while working with countless global designers all fighting for his time to shoot in their hometown.

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