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IMAGE BY ZACK ARIAS

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Becka Knight and Nathan Robinson saw the parallels between a senior girl's prom night and her wedding day. It's a special time when a young woman feels gorgeous in a special dress, and she's probably only going to wear it once. Thus they retooled a bridal favorite, trash the dress, for the high school market.

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ON THE COVER: Absolut Vodka was the client behind this image by commercial photographer Martin Wonnacott, a specialist in shooting drinks. "It was part of a two-day shoot in New York," says Wonnacott. "We flew in my mixologist from London to create various classic drinks for the brand. We always use the real product, and occasionally sample the creation for research purposes." Equipment: Sinar p3 camera, 90mm lens, Sinar digital back, two Profoto heads running off a D4 pack through grid sets. Cast and crew: two assistants, three cocktails.