THE FOX FACTORY

How Cheryl Fox became her own publisher

A creative studio where photography, publishing and brand partnerships meet.



A photographer who became a publisher

"Create a world you love to live in." For Cheryl Fox, that world is built from stories — and, increasingly, from books.

Cheryl Fox has spent roughly three decades behind the camera. She began in New York and New Jersey shooting lifestyle work and ad campaigns, then moved to Los Angeles, where her career reached a new level. Her fine-art photography — represented by galleries beginning in LA — is known for capturing music, entertainment and sports icons in intimate, vulnerable moments, often before they became household names.

She is, by her own description, a photographer, a creative director, and a publisher. She is also relentlessly self-taught: across the Adobe Creative Suite, web development (she built her own site), digital assets, and AI illustration — all while keeping a foot in the analog world with a home darkroom. Storytelling is the through-line that connects every format she works in.

Storyteller first

Cheryl sees publishing as the medium, not the end goal. A lifelong reader with eleven bookcases at home and a schoolteacher mother, she loves that the world of publishing has naturally opened up through her photography and visual storytelling. That instinct and desire to turn a body of work into something people can hold, it's a lasting expression and a significant part of her journey into publishing.

For years she kept her most intimate images close, unsure how to share them. It was the fine-art world that found her: galleries recognized a rare vulnerability in her work. Seeing other photographers' coffee-table books on display, she decided to compile her own.



Cheryl Fox — photographer, creative director & publisher.

~30 years

Behind the camera — from film to digital, NY/NJ to LA

7+ titles

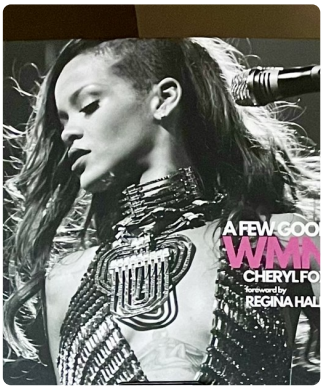
Books published or in progress across many genres

On view

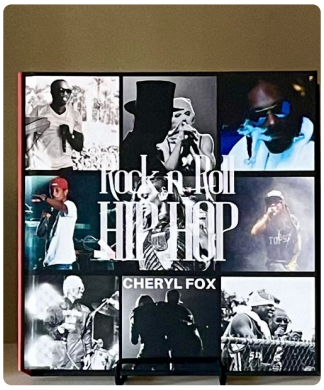
Solo exhibit at Martha's Vineyard, summer 2026

One creator, a whole bookshelf of genres

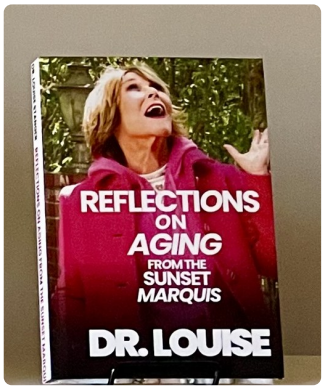
Every title is personal — drawn from Cheryl's own archives or built as a deeply collaborative client project.



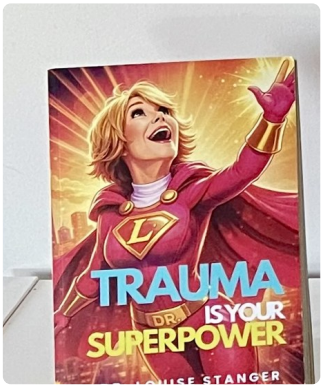
A Few Good WMN
PHOTOGRAPHY · COFFEE TABLE BOOK



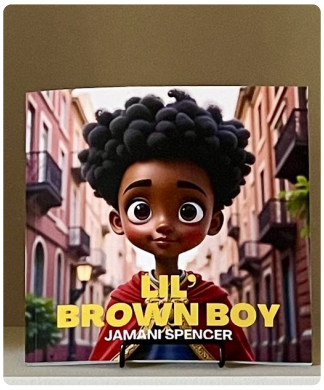
Rock n' Roll of Hip Hop
FINE ART · MUSIC



Reflections on Aging
MEMOIR



Trauma is Your Superpower
SELF-HELP



Lil' Brown Boy
CHILDREN'S



The Mean Big Brother
CHILDREN'S

Her catalog spans fine-art photography with a focus on music and entertainment, children's books, and illustrated memoirs. Many of her books were made for clients, with several more in progress. The two children's titles grew from AI-animated illustrations of her son's high-school poems.

Books that become events — and sell out

Cheryl's titles don't just sit on shelves. They anchor launches, signings and brand activations that keep customers coming back.



A luxury brand partner. After a panel talk in Beverly Hills, Max Mara approached Cheryl and began sponsoring fireside-chat launches for *A Few Good WMN*. Locations include Beverly Hills, NYC (Soho) and Georgetown, with Chicago planned for fall. For each event, Max Mara purchases copies to gift attendees, and the order sizes have been growing.

Sell-through at retail and events. A Barnes & Noble signing for a client title sold out on a Saturday. A holiday event at Lashify on Melrose drove both in-person sales and follow-up online orders — a sign of word of mouth and lasting impression well after the event.



Cheryl signs copies of *A Few Good WMN* at a Max Mara launch.

> "You've been beyond my go-to printer — I really feel you've branded me as a publisher, because I've been able to produce so much with you."
>
> **CHERYL FOX · THE FOX FACTORY**

A print partner a photographer can trust

For a fine-art photographer, the print is the product. What Cheryl needed from a partner was simple to name and hard to find.

Four things mattered most:

1. **Print on demand.** The freedom to print a single book or fifty — no minimum runs to gamble on.
2. **Quality.** Straight cuts, consistent alignment, and image reproduction worthy of gallery work. She compares proofs side by side.
3. **Cost that scales.** Economics that let her keep producing many books, not just one.
4. **Consistency.** Confidence that every copy after the proof will be identical — the trust that keeps her coming back.

How RPI delivers for her

Glossy pages that shine for gifting and events, an oversized 12×12 format for her fine-art titles, and turnaround fast enough for event-driven orders.

> “I love RPI. The quality is really great, and everything comes out as expected.”
>
> CHERYL FOX

12×12

Oversized fine-art format for her premium photography books

Proof = product

Every copy matches the approved proof — the trust that earns repeat business



Consistent, gallery-quality copies — every run matches the proof.

FOR CREATORS SITTING ON A BODY OF WORK

You already have the story. The book is how people hold it.

Cheryl Fox's spotlight is a blueprint for any photographer, artist or creator with an archive worth publishing — and the nerve to turn it into a book, then another, then a shelf. Print on demand makes the leap possible; quality and consistency make it worth repeating.

> "Just do it. As you begin to create it and see it come to life, you'll just want to keep going. You have to believe in yourself more than anybody else does."
>
> CHERYL FOX'S ADVICE TO OTHER CREATORS

- ✓ **Gallery-grade quality** — straight cuts, glossy or matte, oversized formats, proof-perfect consistency.
- ✓ **Print on demand** — one book or fifty, no minimums, no inventory risk.
- ✓ **A partner that grows with you** — fast turnaround and real people when a rush comes up, and for support in general.

Bring your book to life with RPI.

Build a body of work worth holding. **Review products and pricing →**