

THE
FASHION
BOOK



PHAIDON



Phaidon, Editors

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Autor: Phaidon, Editors

Phaidon

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Hailed by Vogue as the fashion bible and by Elle as the ultimate fashion reference book, The Fashion Book takes a fresh look at the fashion world and the people who created it. Easy to use and filled with beautiful and memorable images, it is the perfect A-Z guide to 500 key clothes and accessory designers, photographers, models and iconic celebrities who make up the fashion industry. In its entirety, The Fashion Book takes a fresh look at the fashion world of today and tomorrow, through the people who created and inspired it. Spanning 150 years, the entire industry is represented - from pioneering designers, including Coco Chanel and Issey Miyake, to influential photographers such as Richard Avedon and Helmut Newton and the people they photographed. This essential sourcebook cuts through the conventional classifications to create juxtapositions that make fascinating and unlikely comparisons: Elsa Schiaparelli sits opposite Claudia Schiffer while Vivienne Westwood rubs shoulders with Oscar Wilde. Each entry is illustrated with a photograph or drawing that shows a quintessential aspect of the respective designer's work or style. An accompanying text describes where they fit into the fashion story and includes essential biographical information. In addition, a comprehensive cross-referencing system and glossary help to explain the countless collaborations and techniques used in the fashion business: a melting-pot of an industry that is forever wavering somewhere between art and commerce.

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