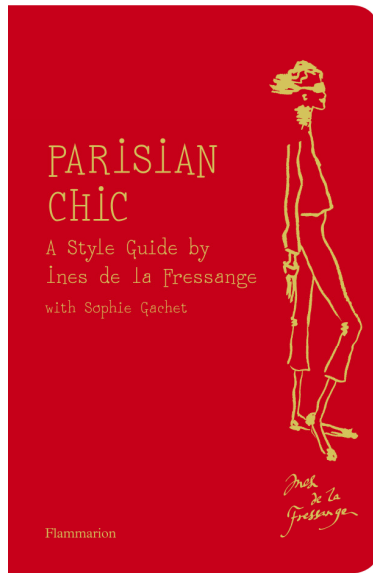


Flammarion



PARISIAN CHIC

A Style Guide

by Ines de la Fressange

with Sophie Gachet

240 pages • 356 colour illustrations

Flexi-bound with ribbon marker

ISBN 978-2-08-020073-0 • £ 19.95

April 2011

Parisians are renowned for their chic approach, not only to fashion but to lifestyle. And who better to define that approach than Ines de la Fressange.

It would seem that the French have style in their DNA! And here, in this handy red flexi-bound volume, are all the tips that any woman, of any age, will need to keep a bit of that *je ne sais quoi* in her life. Ines underscores the maxim that 'fashion should be fun'.

In the **Dress Like a Parisian** section there are fashion pointers including invaluable advice on how to build a wardrobe around seven affordable basics mixed with a few high-fashion touches and great accessories. Ines says 'shop with a clear head...' and her step-by-step do's and don'ts for the wardrobe make it easy to avoid pitfalls. Ines tells us 'a smile' is the best accessory a woman can have and provides 16 points on what to wear for every occasion. Plus there is a superb guide of fashion faux pas for those who are 50 plus.

In **Belle of the Ball**, beauty tips abound as well as an outline of beauty no-no's. **Chez Moi** addresses home décor concerns for the studio apartment or the château. Ines underscores the power of flowers, how to deal with unusual spaces, creating the perfect closet, and how to construct a sensational dinner party.

But not only does Ines tell us how to do it, she also tells us where, with her own little 'black book' of fashion and decorating finds. At the end of each section there is a dream address book of shops and an outstanding array of shopping websites for home and fashion.

Flammarion

The final section, **Ines's Paris** is the ultimate address book of unusual places to visit, hotels, restaurants, and places for family fun! These venues exude that quintessential Parisian chic that all readers will find irresistible in this most vibrant and essential of guides.

This is a book that feels good in the hand, that is light enough to take anywhere, yet packs a powerhouse of style DNA.

Ines de la Fressange started working in the fashion world as a runway model in the late 1970s; became Karl Lagerfeld's muse and the face of Chanel in the 1980s, posed as the Marianne face of France; launched a clothing line in the 1990s; and today as wife, mother of two daughters, illustrator, creative consultant to Roger Vivier shoes, interior designer for a new Parisian hotel, and fashion ambassador she is as busy as ever defining style. For Chanel's spring 2011 show, she returned, at the age of 53, to walk the runway.

Sophie Gachet is a fashion journalist for *Elle* in Paris.

For a review copy or further information please contact:

Leslee Holderness or Katie Read

T: 01993 810 875

E: office@orangesquarepr.com