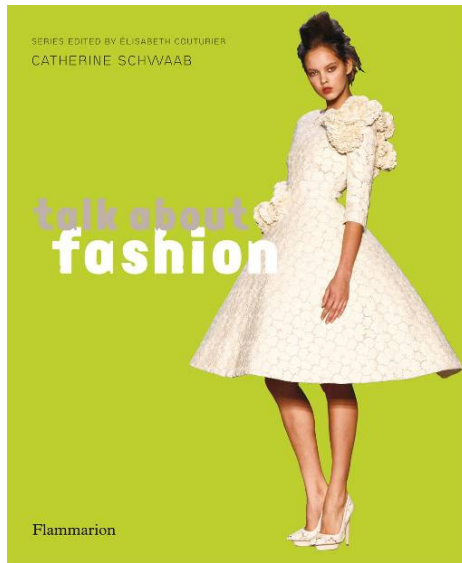


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TALK ABOUT FASHION

By Catherine Schwaab

Series edited by Elisabeth Couturier

256 pages • 300 colour illustrations

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Talk About Fashion is as beautifully constructed as a favourite frock! With freshness and flair, this new book not only chronicles the trends of the twentieth century but also addresses that oft-heard statement “I have nothing to wear!”, with coaching on how to reinvent and recycle the best of everyday fashion .. possibly what is already right there in one’s wardrobe!

Catherine Schwaab uses her extensive experience as a fashion journalist to construct lively and concise, yet highly informative, chapters which are loaded with an array of fashion illustrations. Defining moments, as well as daring ones, in fashion history are discussed from Mary Quant’s miniskirts of the 1960s to Jean-Paul Gaultier’s men in skirts during the 1980s. Amongst this glittering array of who’s-who designers and labels, it’s on to Alexander McQueen’s low-cut jeans in the 1990s and Louis Vuitton as a brand. The author also profiles thirty leading lights – their style and what they stand for – including designers Marc Jacobs, Agnès B., Miuccia Prada, Paco Rabanne, Dries Van Noten, Viktor + Rolf, and Paul Smith, as well as those who *design* for famous brands such as Nicolas Ghesquière for Balenciaga, Rei Kawakubo for Comme des Garçons and Ricardo Tisci for Givenchy.

Plus, there is a great selection for men! Taking a look at men’s and women’s clothing, the author identifies brands with the most staying power and explores the intermingling of fashion with cinema, art, technology, and street/rock styles. When looking at reinventing and recycling one’s own wardrobe, Schwaab examines various styles from vintage to classics to current innovations, enabling the reader

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to engage and identify his or her own personal style...be it romantic, classic, sporty, eccentric, sophisticated, arty, or ultra-sexy.

With an informative text, sensational images revealing a wealth of details, a glossary of key terms and concepts, a bibliography, an appendix of practical information, lists of museums and trade shows to visit, *and* descriptions of fashion schools around the world, this is a fashion history course combined with fashion know-how, packed into one lively volume! No wardrobe should be without one!

Catherine Schwaab is editor-in-chief for *Paris Match*.

Elisabeth Couturier, journalist, is the editorial director of the Talk About collection that includes *Talk About Design* (2010), *Talk About Contemporary Architecture* (2010), and *Talk About Contemporary Dance* (2011).

For a review copy or further information please contact:

Leslee Holderness

T: 01993 810 875

E: office@orangesquarepr.com