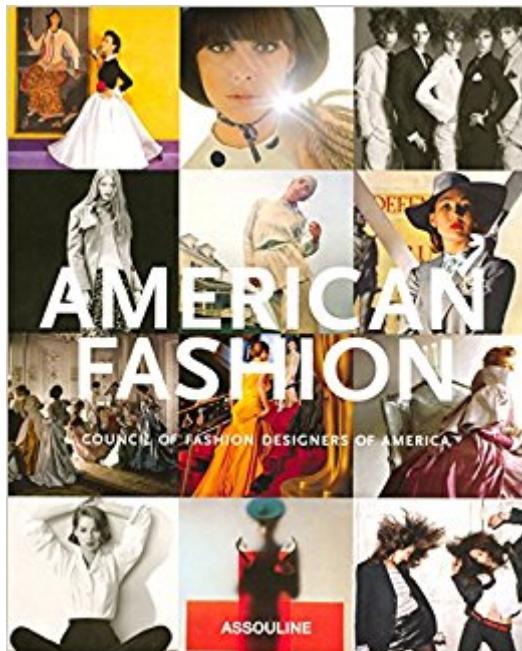


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# American Fashion (Classics)



## Synopsis

American Fashion is the ultimate volume on the history of fashion in this country, celebrating over eight decades and the work of more than 100 designers. Commissioned by the Council of Fashion Designers of America (CFDA), American Fashion is a visual journey through iconic and fresh images by the century's greatest photographers and illustrators, accompanied by essays defining nearly a century of fascinating history. Beginning with the New York and Hollywood-based designers of the 1930s, the book illuminates the work of emerging patriotic talent during the war years. This creative crescendo continues with the evolution of the major names in American fashion during 1960s and 1970s and goes on to explore the achievements of our country's marquee stars of the 1980s and 1990s. American Fashion culminates with a look at contemporary talents who export their individual visions internationally. Chronicling the designers, icons, publications, and events that shaped fashion for more than 70 years, this is the essential compendium of the rich and vivid story that is American fashion.

## Book Information

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Average Customer Review: 3.8 out of 5 stars 7 customer reviews

Best Sellers Rank: #284,260 in Books (See Top 100 in Books) #109 in Books > Arts & Photography > Fashion > Designers #218 in Books > Arts & Photography > Fashion > History #675 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design

## Customer Reviews

If you've ever wanted to know anything about the history of fashion in this country, you're likely to find it in the pages of this engrossing read --Gotham Magazine --This text refers to an out of print or unavailable edition of this title.

Charlie Scheips is a cultural historian, journalist, curator, and the founding director of the Conde

Nast Archive.

I love the book! It boasts beautiful, large illustrations as well as accompanying annotations! Would definitely recommend for any fashion enthusiast!

Never received the product so it is difficult to write a review - the book was promised and then - too late to get something else - I received an email saying it was not available.

Book is a gift for someone special who is very interested in fashion and I know she will enjoy this book. Feel I got a very good deal since it is a pricey book but something you can go back to for many years. did a great job on getting to me quickly.

If fashion is your addiction, meet your quick fix. This book is beautiful, accessible and comprehensive. For all students, followers, trend-setters of fashion design and style, it would make a wonderful addition to your library. It must be stated that the book is more a look into American fashion designers, from the end of the 1920's to 2007, than American fashion itself. After all, the book is published by the Council of Fashion Designers of America. The best way to analogize how this fact affects the book is to compare it to a history of American Cinema, published by the American Academy Motion Picture Arts and Sciences (the Oscar-awarding organization.) This absolutely colors, biases and focuses the approach the book follows into what is by definition a vast subject. Throughout, it places the designer as the determining and dictating factor of style within the culture. Whether it makes a good argument for this is up to you to decide... Nevertheless, I am of the opinion that this helps keep the book focused, yet detailed. The photography included in the book is exquisite and sharp. Especially true of the mid-century photography, it far exceeds the quality of that available in vintage fashion magazines. Whether you are a novice/hobbyist or an established member of the industry, this is a delightful, insightful and thorough look at the subject. Even if its true title should be "American Fashion Designers: An Illustrated History."

This is a beautiful book, with stunning pictures and the text no doubt forms an authoritative picture of the evolution of American fashion from the 30's to the present. I was disappointed, however, that there weren't more "nostalgia" pictures, for lack of a better term. Everything was so artistic that there weren't the pictures of, say, Cybill Shepard in classic 60's mod taken from Glamour, that I would have liked to see and that would have made things more accessible. This is more a book for fashion

professionals or students than the casual reader which still makes it an excellent buy and great book, but just not for me.

American Fashion....finally a fashion book based on American fashion trends and beauty. This book really illustrates the ever changing trends of the past beautifully. I encourage anyone who is in love with reading about fashion to get this book. It is a great add to your fashion library collection.

I haven't read much yet, but I have looked through it at all the pictures. There are some really great photos in here. I love fashion, so this is a great book to add to my collection. It's great to flip through when I'm bored. If you love fashion, buy this. I'll read it eventually, and I'm sure it's filled with interesting info about American Fashion.

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