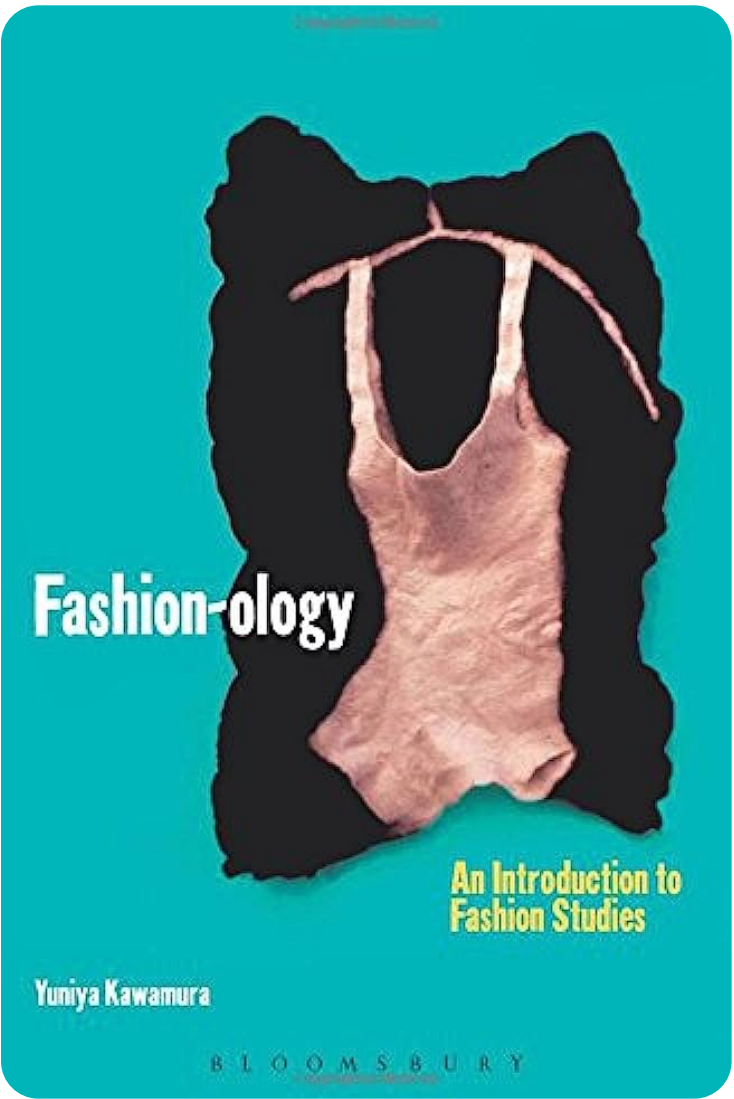


**Fashion and Cultural Studies.**  
**Kaiser, Susan B.**

A book that combines theory and practice, examining fashion from both a cultural and research perspective, and shedding light on the growing interaction between the two areas.

Kaiser and Green employ a wide range of cross-cultural thematic studies to understand how race, ethnicity, class, gender, and other identities intersect and are created through embodied fashion.

**READ**

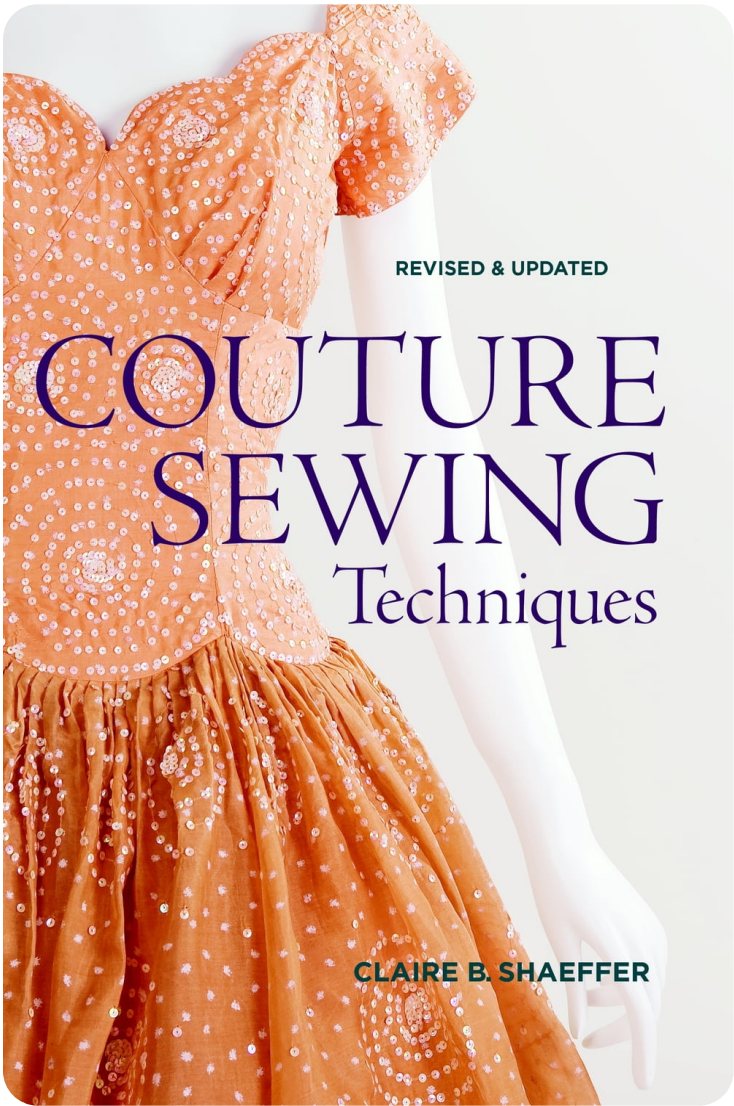


**Fashion-ology : an introduction to fashion studies.**  
**Kawamura, Yuniya.**

This book is an introduction to the sociology of fashion. The author asserts that clothing is a material product, while fashion is a symbolic cultural product. It dispels the myth of the "genius designer" and explains that fashion is not just clothing but a belief.

There is an institutional structure, ignored by many fashion theorists, that has shaped and produced the phenomenon of fashion. New fashion cities like Milan and New York are products of the fashion system that originated in Paris. Without this systemic structure, the culture of fashion would not exist.

**READ**



**Couture Sewing Techniques.  
Shaeffer C.**

The world of haute couture — is it a place only for the chosen ones? Not at all! Fashion historian Claire B. Shaeffer opened the door to this exclusive sphere in the couture sewing methods guide. No one can decipher the construction of couture garments like Shaeffer: from the art of hand sewing to mastering edge finishing, from classic fasteners to creating garments for the perfect fit. Readers will learn all the basics and, more importantly, how to apply techniques to skirts and sleeves, pockets and jackets, evening dresses, and much more. Splendid photographs, clear illustrations, and concise language make this course the most comprehensive of the available couture sewing courses.

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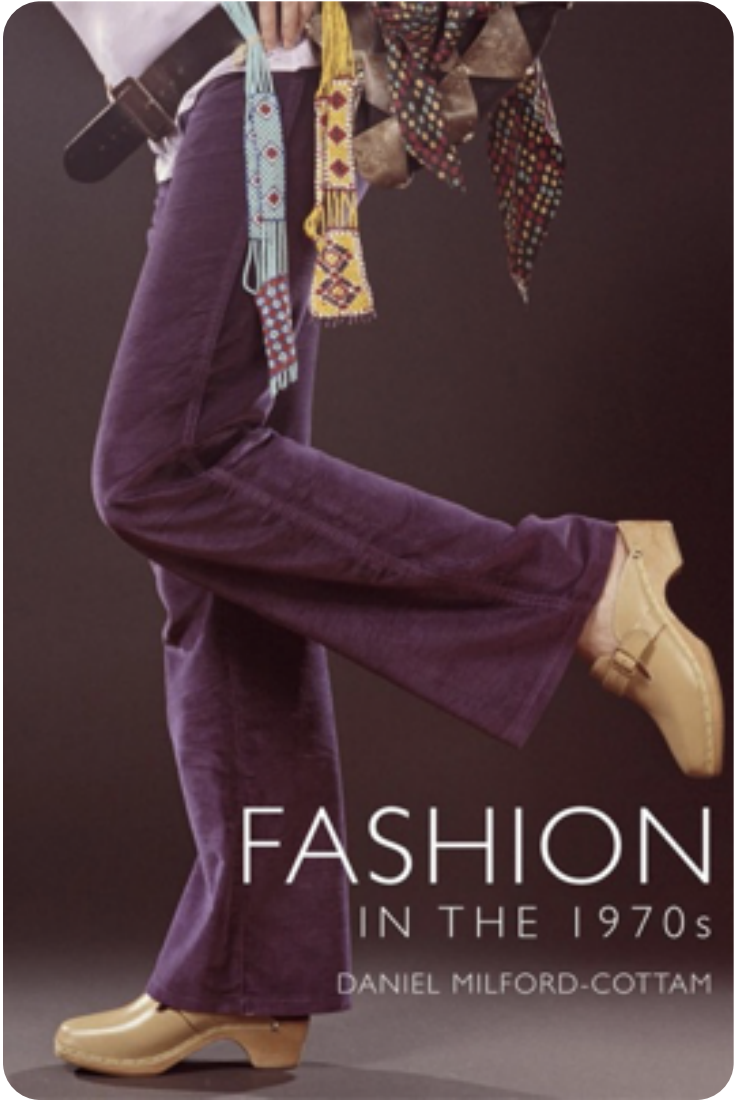


**Fashion in the 1960s.  
Daniel Milford-Cottam.**

Perhaps more than any other decade, the 1960s had the most significant influence on the Western world of the 20th century. In society, culture, and art, the voices of youth gained prominence and significantly influenced new trends. Mature sophisticated elegance gave way to youthful vivacity as a fashion ideal. While only the boldest young fashion followers wore tiny miniskirts and practically unwearable outfits made of plastic and metal, advertised in the press, stylish and elegant fashion became increasingly accessible to everyone and was a means of self-expression. New style icons like Twiggy combined the image of the girl next door with fashionable, inspiring, and accessible outfits, and popular culture influenced dominant fashion.

**READ**

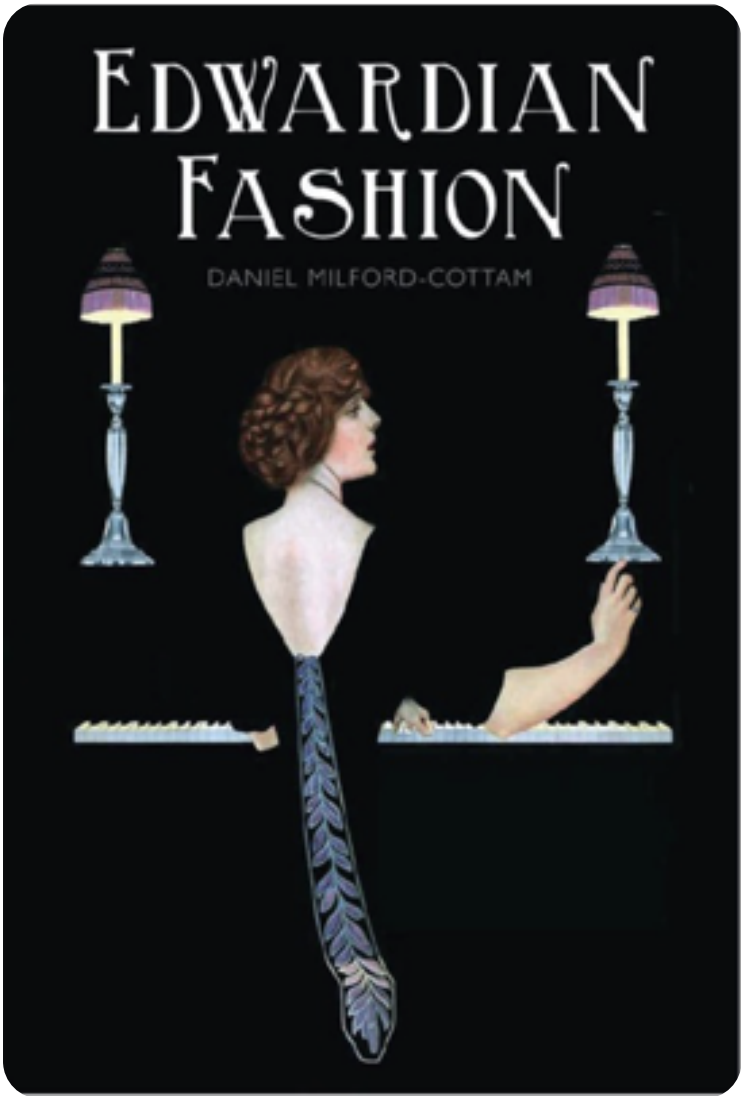




**Fashion in the 1970s.  
Daniel Milford-Cottam.**

The 1970s were a decade of contrasting styles: every extreme in fashion met an equally fashionable opposite reaction. Midi-skirts down to the ankles competed for attention with super-short shorts. Outfits with bright prints and synthetic fabrics contrasted with plain ensembles made of woolen knits and silk crepes. Delicate floral cotton, hand knitting, and hand-tanned leather countered bold synthetic and plastic looks over platform shoes for both men and women. More than ever, fashion looked back to clothe the future in whimsically ironic retro styles, while alternative street style movements like punk used appearance to shock and challenge the establishment.

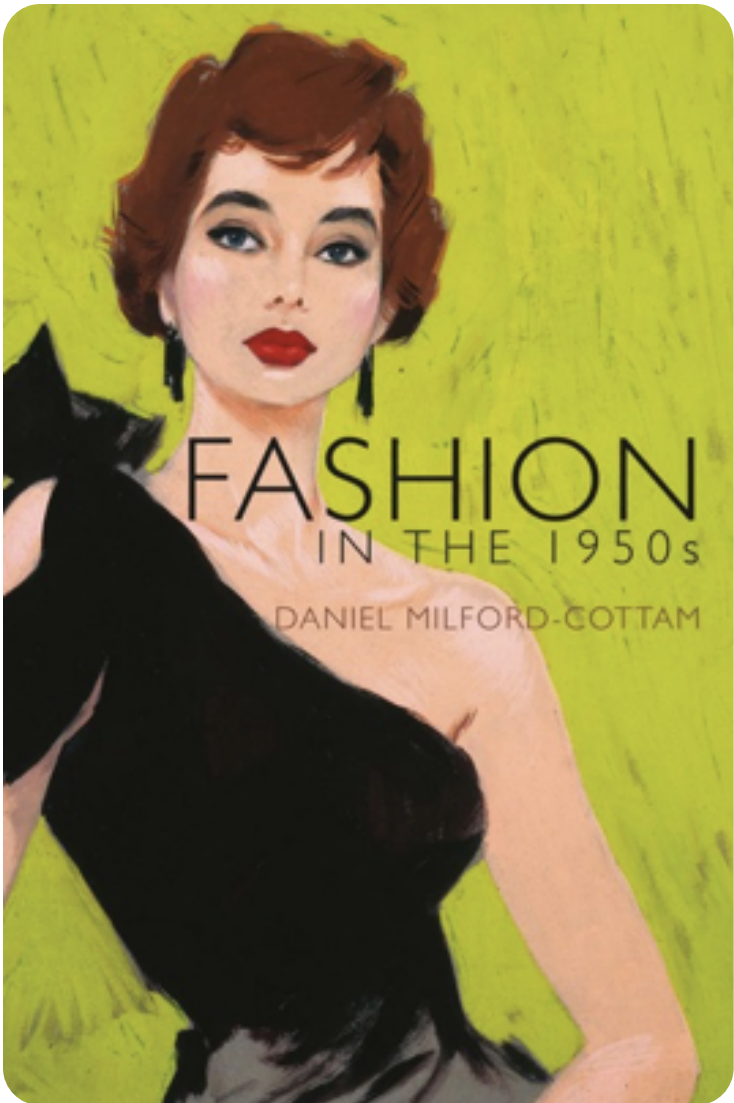
**READ**



**Edwardian Fashion,  
Daniel Milford-Cottam.**

Fashion in the Edwardian era underwent quite revolutionary changes. Delicately painted dresses with trains adorned with flowers and lace, and elaborate hairstyles worn by fashionable ladies in tight corsets in the early years of Edward VII's reign, transformed into brightly colored, dramatically stylized Eastern-style kimonos, slim skirts with narrow straps, narrow ankle-length skirts, gathered tunic dresses, and 1914 turbans on the eve of World War I. This book presents the history of women's and men's clothing in this exciting period and is an intriguing addition to the fashion bestseller list, which already includes "Fashion in the Time of Jane Austen" and "Fashion in the Time of The Great Gatsby."

**READ**



**Fashion in the 1950s,  
Daniel Milford-Cottam.**

The 1950s were not just an aftermath of World War II or a prelude to the youthful joy of the 60s but an exciting decade dedicated to novelty and freshness. The British, reshaping their lives and wardrobes, demanded modern materials, bright patterns, and vibrant prints inspired by scientific discoveries and contemporary art. Despite the influence of glamorous Parisian fashion led by Dior, homegrown fashion labels, including Horrockses and couturier to young Queen Elizabeth, Norman Hartnell, had an equally significant, if not greater, impact on British style.

**READ**

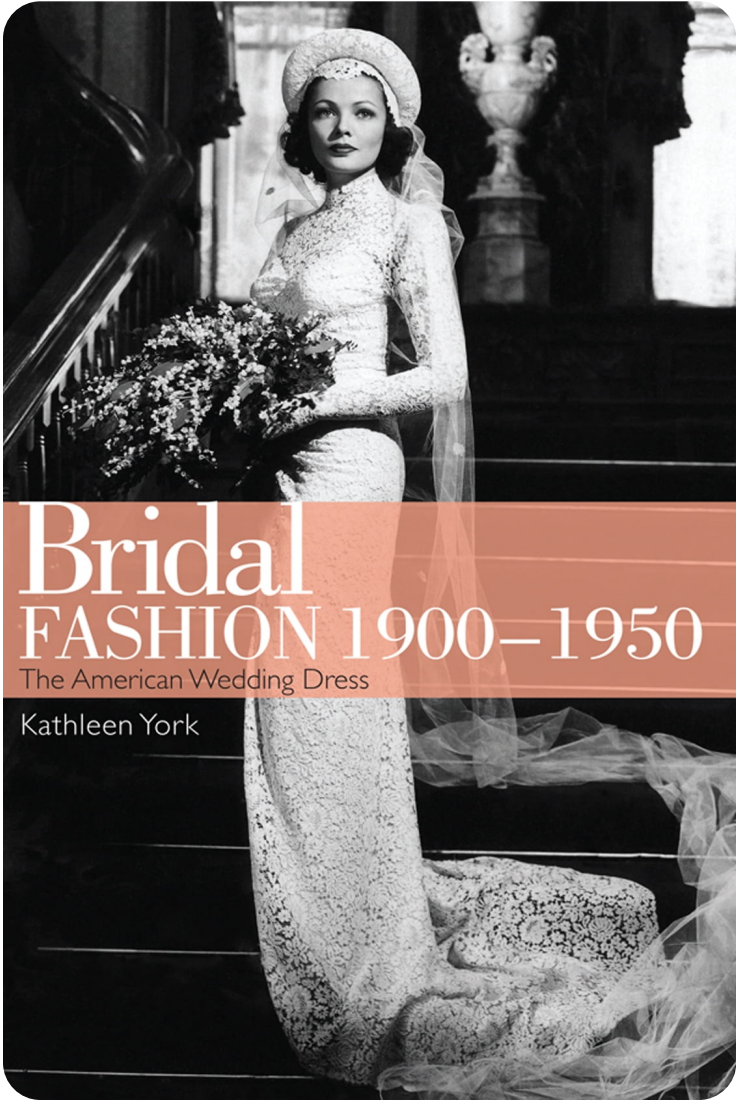


**Fashion in the 1940s,  
Jayne Shrimpton.**

This book reveals the influence of wartime and stringent economy on British fashion and tells the story of how the spirit of patriotism and selflessness sparked a wave of creativity among women yearning for high fashion due to shortages and rationing. Many home seamstresses replicated couture looks, and women involved in the war effort created an entirely new aesthetic for less formal streetwear. The fashion of the 1940s also shows how World War II shifted the center of the international haute couture scene from Paris, allowing British designers to influence the home front's style.

**READ**

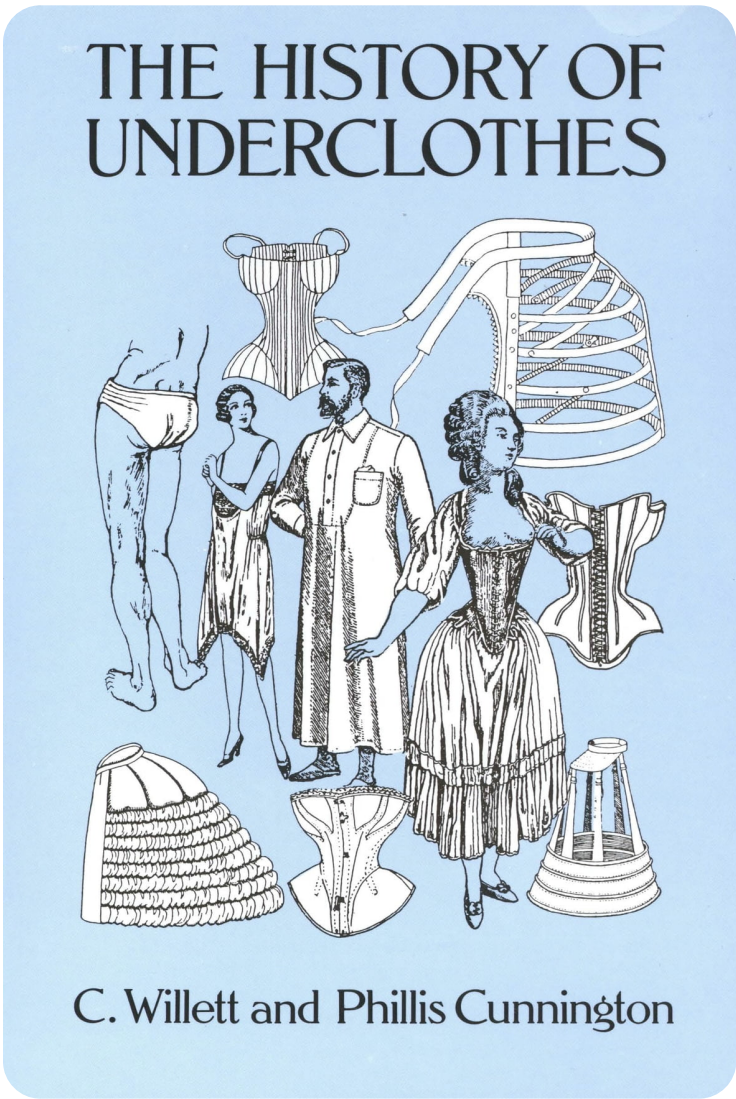




**Bridal Fashion 1900–1950,  
Kathleen York.**

The dresses worn by American brides in the first half of the 20th century — from homemade to haute couture — had a tremendous influence. In the book "Bridal Fashion 1900–1950," Kathleen York takes readers on an elegant journey into the past, highlighting the changes that economics, popular culture, and even politics brought to style during these years. Both future brides seeking inspiration and nostalgia seekers will appreciate this richly illustrated tour through an era when a simple wedding transformed from a small family affair into a dazzling and often expensive celebration for hundreds of guests.

**READ**



**The History of Underclothes,  
C. Willett Cunnington & Phillis  
Cunnington.**

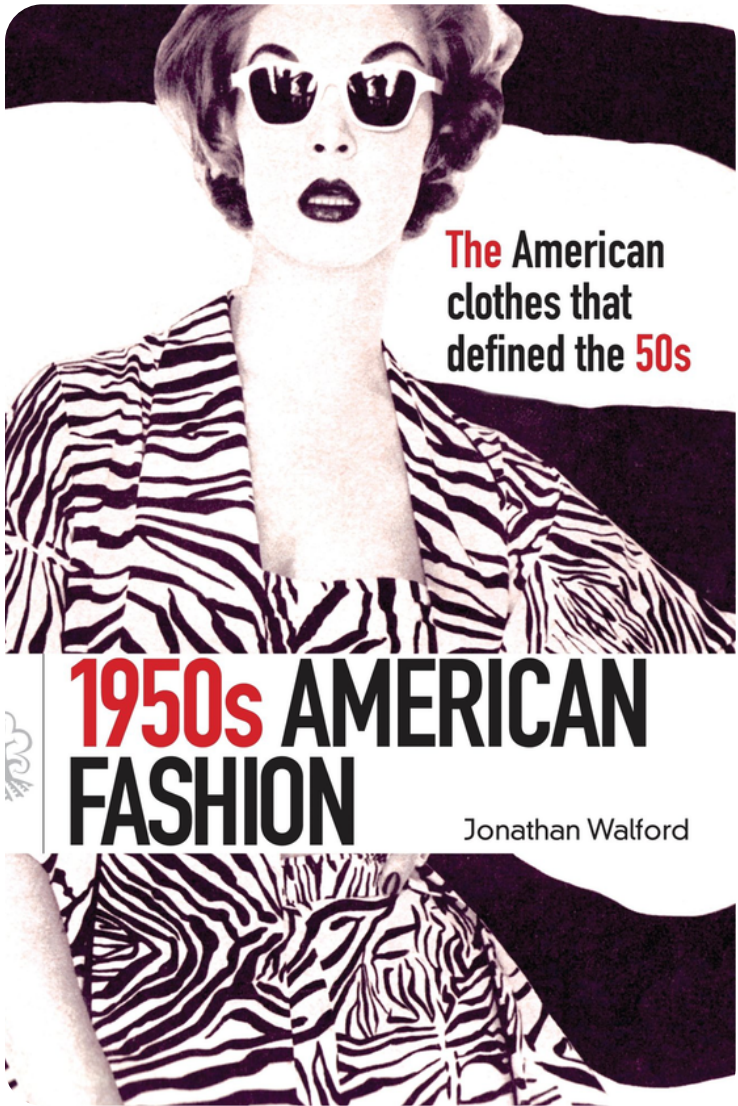
"... thoroughness and impressive erudition... many intriguing details and... pleasant humor," — literary supplement to The Times (London).

Is underwear practical clothing with a utilitarian function or garments serving an erotic purpose? As shown in this fascinating and well-written study, the role of underclothes over the last few centuries has been diverse.

In this well-documented, abundantly illustrated volume that combines impressive scholarly data with engaging, often humorous style, two eminent clothing historians examine the undergarments worn by the English over the last 600 years...

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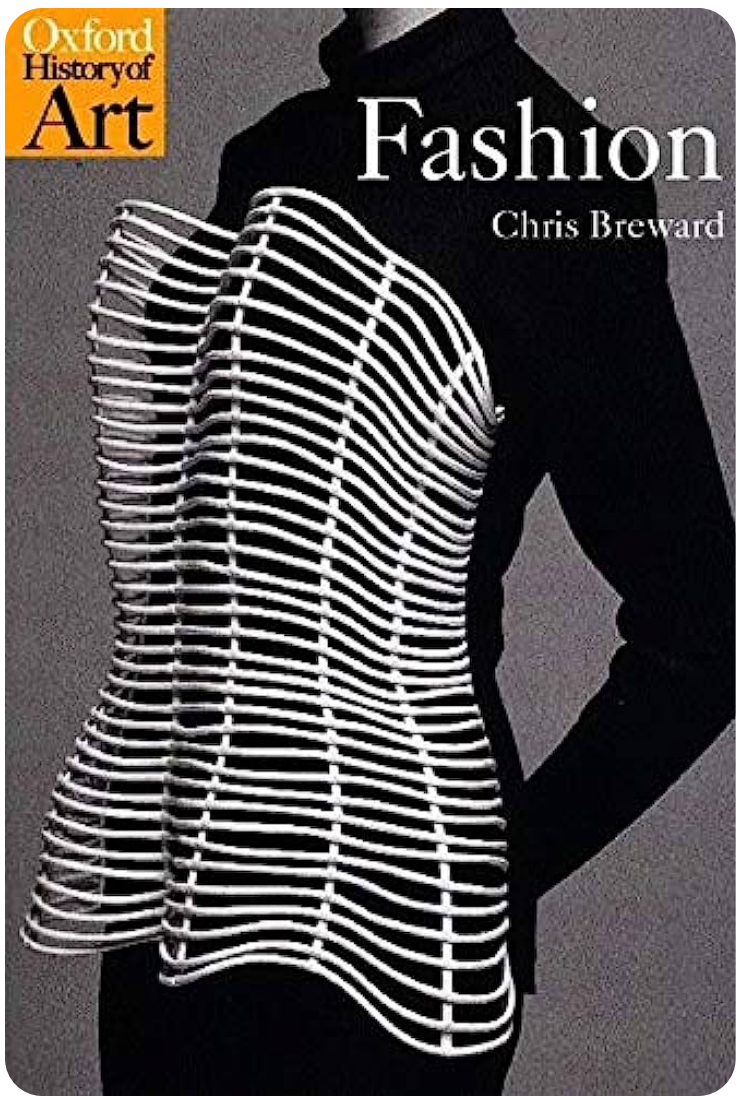




**1950s American Fashion,  
Jonathan Walford.**

The 1950s marked the first decade when American fashion truly became distinctive. The United States had always relied on Europe for matters of style, but during World War II, when necessity became the mother of invention, the country had to find its own path. American designers looked at what American women needed and found new sources of inspiration for American clothing design. Sportswear became a strong point, but not at the expense of elegance. Lightweight materials were adapted for the production of more formal clothing, and versatile separate pieces and adaptable dresses and jackets became distinctive features of American style.

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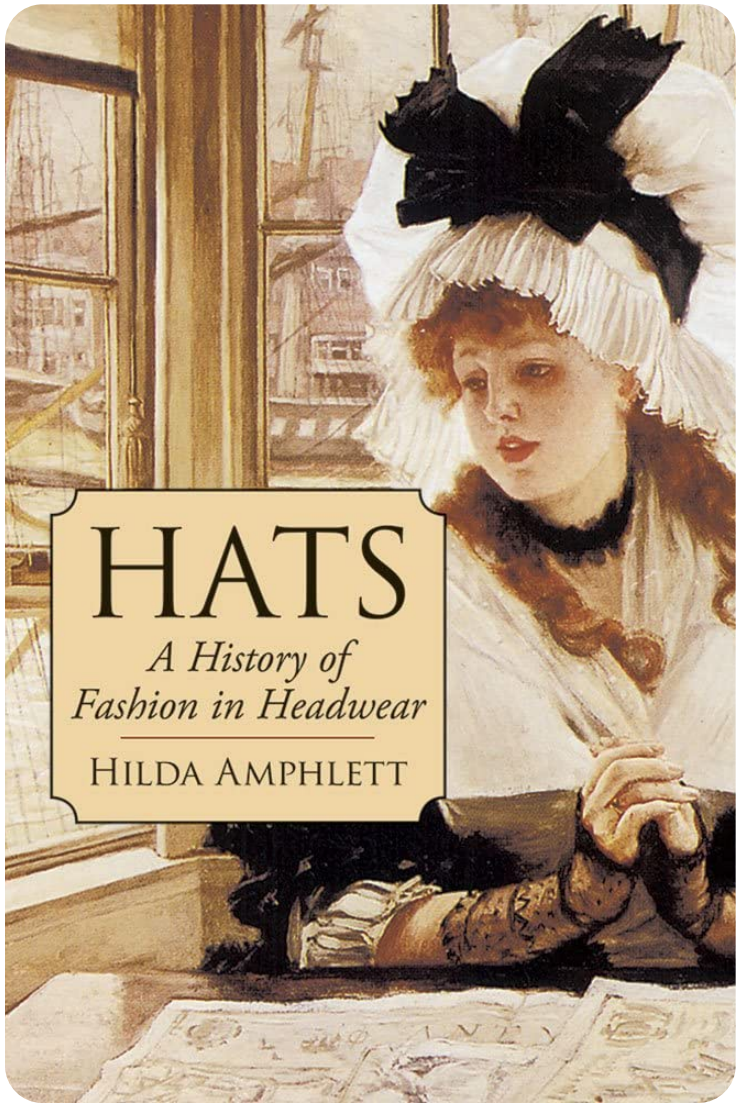


**Fashion,  
Christopher Breward.**

Christopher Breward explores the colorful and vibrant universe of fashion, describing its trends, products, and inhabitants over the past 150 years. From haute couture, the High Street, and advancements in fabric production technologies to luminaries like Coco Chanel, Giorgio Armani, and Alexander McQueen, the author explores territories beyond style and functionality. He sees more than just an industry, encompassing a broader cultural phenomenon that fashion has become. Breward's insightful view covers the glamorous world of Vogue and advertising; the relationship between fashion and film, and fashion as a business... How have ideas of hygiene and comfort influenced the direction of style? How does clothing create individuality and status? Framing the details of dandies, flappers, and punks in a clear overview of their respective periods, Breward presents everyday clothing in an entirely new light.

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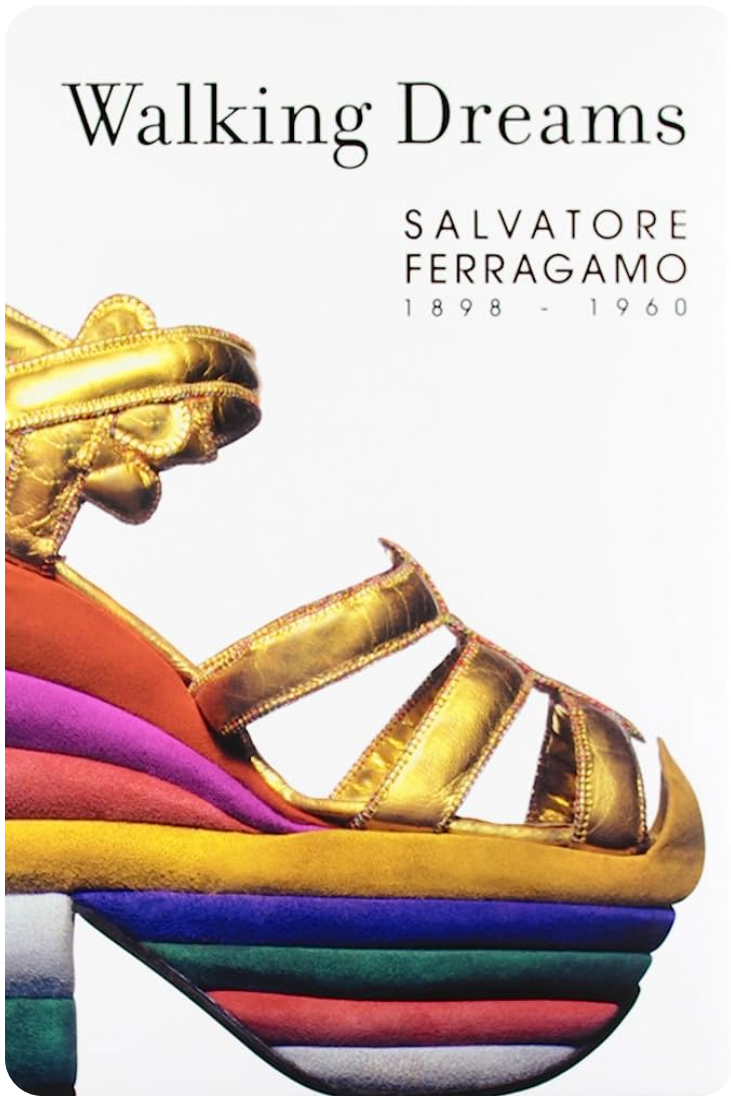




**Hats: A History of Fashion in Headwear, Hilda Amphlett.**

This remarkable book is an illustrated depiction of headwear spanning 2,000 years. More than 800 illustrations by the author, adapted from rare paintings, sculptures, and illustrations, accurately depict headwear in various aspects, including gender, class, and nationality. Crowns, wigs, tiaras, and helmets appear among the various forms of headwear, which include conical leather hats worn by Danes in 70 BC; feathered Flemish berets (1410); miniature straw hats adorned with rosettes and ribbons (1870); beautiful English top hats (1957).

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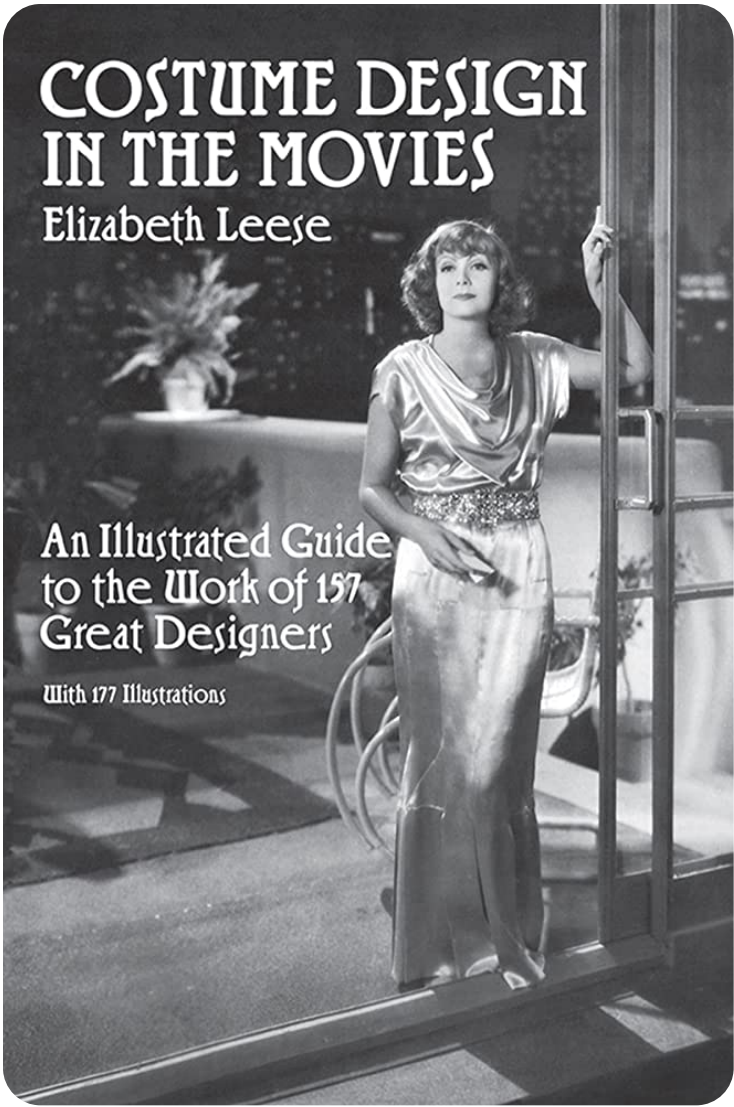


**Walking Dreams: Salvatore Ferragamo, 1898-1960.**

The book explores the life and work of the legendary Italian shoe designer, an artist who revolutionized footwear by introducing new styles and innovative materials that evoked associations with furniture, household items, and radical architecture. Ferragamo's work has always been experimental: from cork platforms made from Italian wine corks to stiletto heels that he invented, to towering platforms made of compressed and curved layers, sometimes sculptural or painted, sometimes adorned with gemstones or shockingly tiny mirrored mosaics.

**READ**

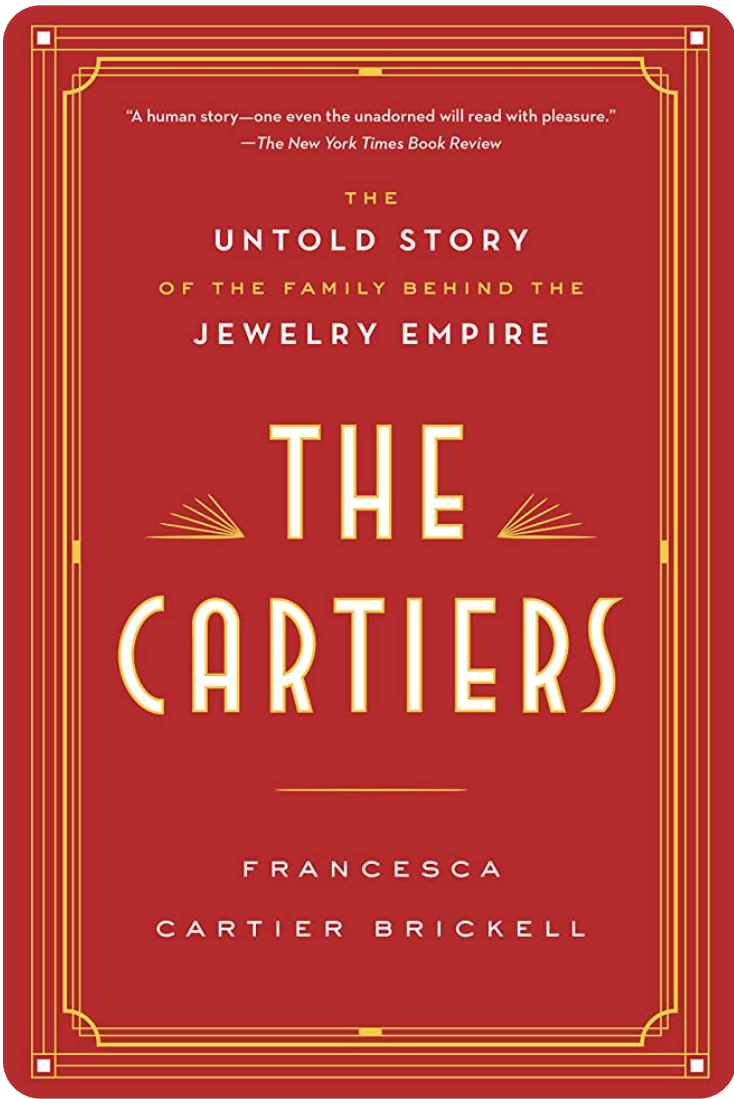




**Costume Design in the Movies:  
An Illustrated Guide to the Work of  
157 Great Designers, Elizabeth Leese.**

This beautiful book, the first comprehensive guide to costume design in movies, is a wonderful tribute to the men and women who "dress" the films. The heart of the book is an illustrated list organized by designers in alphabetical order, with biographical information and career details (screen credits, major awards, and nominations) of each major American, British, and French designer who worked on American and British films from 1909 to 1987. Among the designers are luminaries such as: Adrian, Travis Banton, Edith Head, Christian Dior, Orry-Kelly, Givenchy, Jean Louis, Howard Greer, Helen Rose, Norman Hartnell, Irene Sharaff, Walter Plunkett, Charles LeMaire, Tony Walton, and others.

**READ**

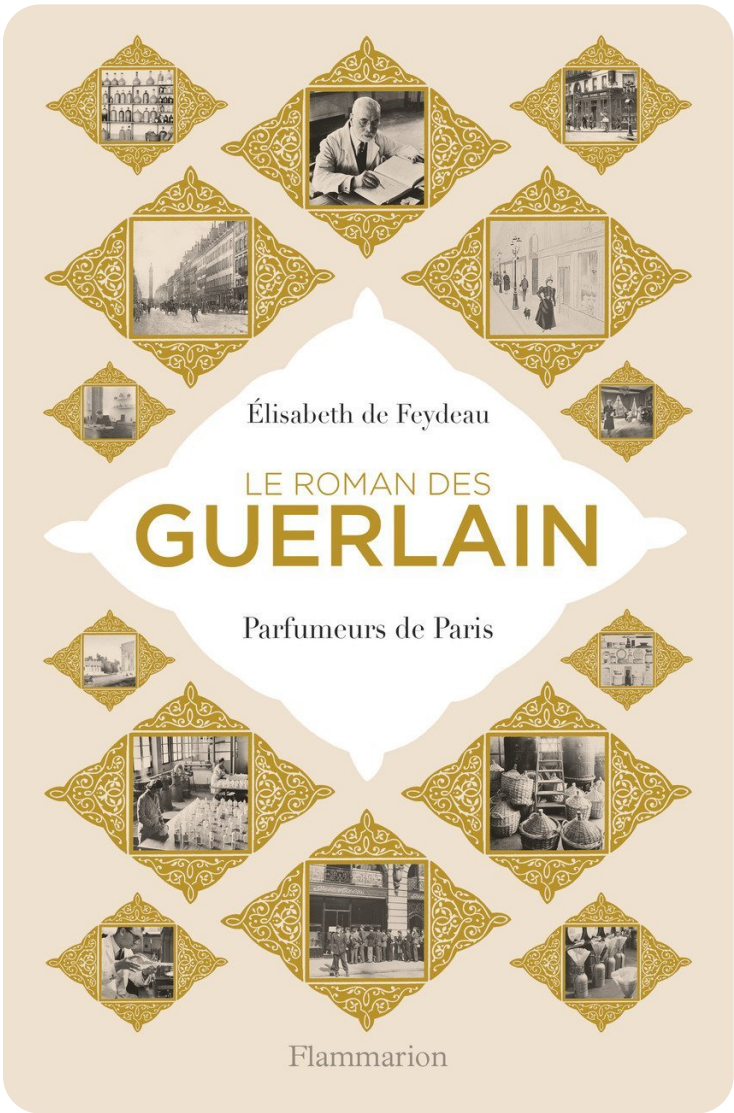


**The Cartiers: The Untold Story of  
the Family Behind the Jewelry Empire,  
Francesca Cartier Brickell.**

The history of the jewelry dynasty spans four generations: from revolutionary France to the 1970s. The three Cartier brothers, whose motto was "Never copy — only create," made their family firm globally renowned in the early 20th century, thanks to their unique and complementary talents: Louis, a visionary designer, created the first men's wristwatches that helped a pilot friend determine the time without letting go of the steering wheel; Pierre, a prominent merchant, bought the New York headquarters on Fifth Avenue for a two-thread necklace made of natural pearls; and Jacques, a world-traveling expert in gemstones, whose trips to India gave Cartier access to the world's finest rubies, emeralds, and sapphires, inspiring the creation of the famous Tutti Frutti adornments.

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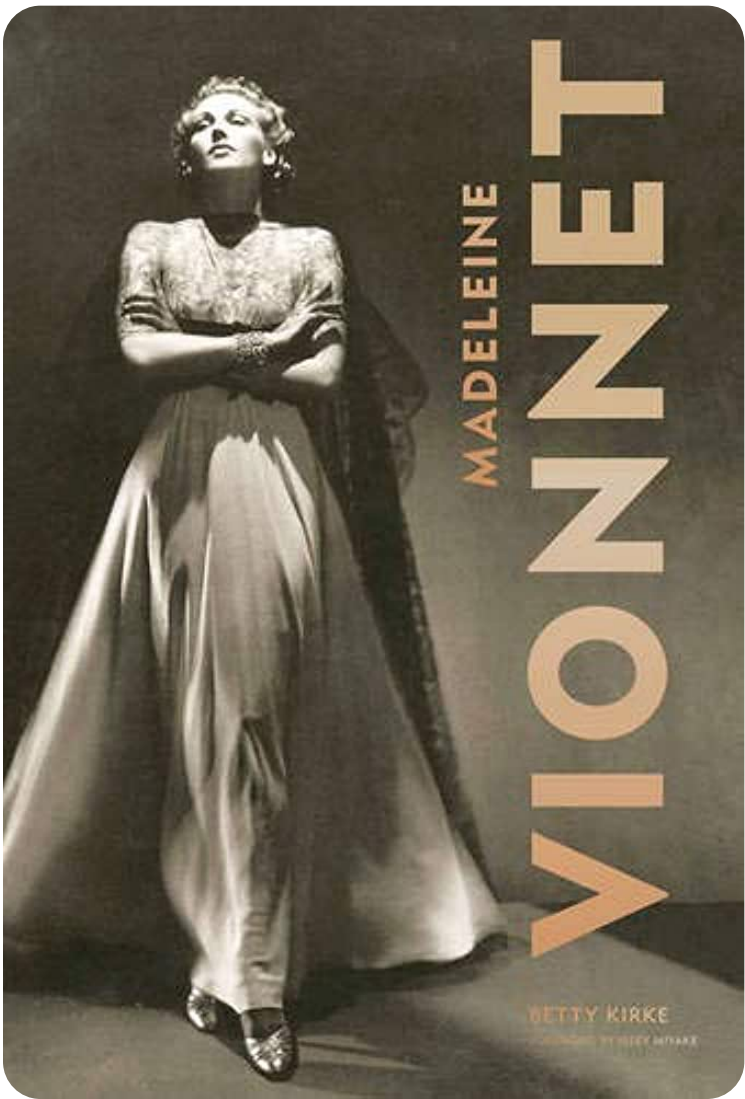




**Le roman des Guerlain. Parfumeurs de Paris, Elisabeth de Feydeau.**

"Fame is ephemeral — only recognition is constant." Almost two centuries of love and beauty histories, adorned with a multitude of imaginary aromas, have passed since one day in 1828. Pierre-François-Pascal Guerlain (1798–1864), a perfumer and chemist by profession, opened his first boutique on Rue de Rivoli, not far from the very luxurious Meurice hotel in Paris... The aspiration for independence, the desire, albeit fleeting, to realize oneself, pushed the young man to action; soon he was destined to reveal himself as a visionary creator... Free and bold, Guerlain followed his intuition, offering demanding clientele unforgettable fragrances, encased in equally elegant and refined bottles, like no one had seen before...

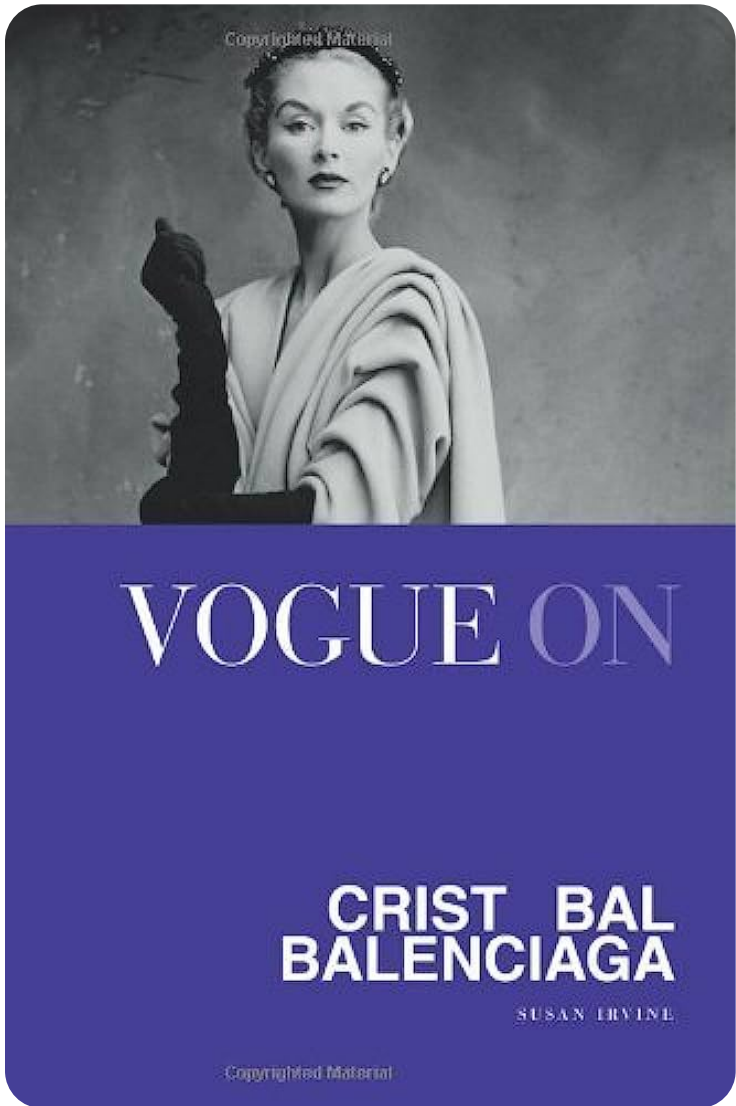
**READ**



**Madeleine Vionnet, Author: Betty Kirke.**

This "...tribute to a designer with captivating elegance and originality" (Threads) is a comprehensive volume on the life and work of the legendary Madeleine Vionnet. This reissue, returning with a new cover, is dedicated to the 100th anniversary of the Vionnet house and the revival of the Vionnet brand. Illustrated with over 400 photographs, sketches, and full patterns for 30 of this architect's most outstanding designs among fashion designers, this volume is an indispensable reference for students studying fashion and a vivid portrait of the great lady of 20th-century fashion.

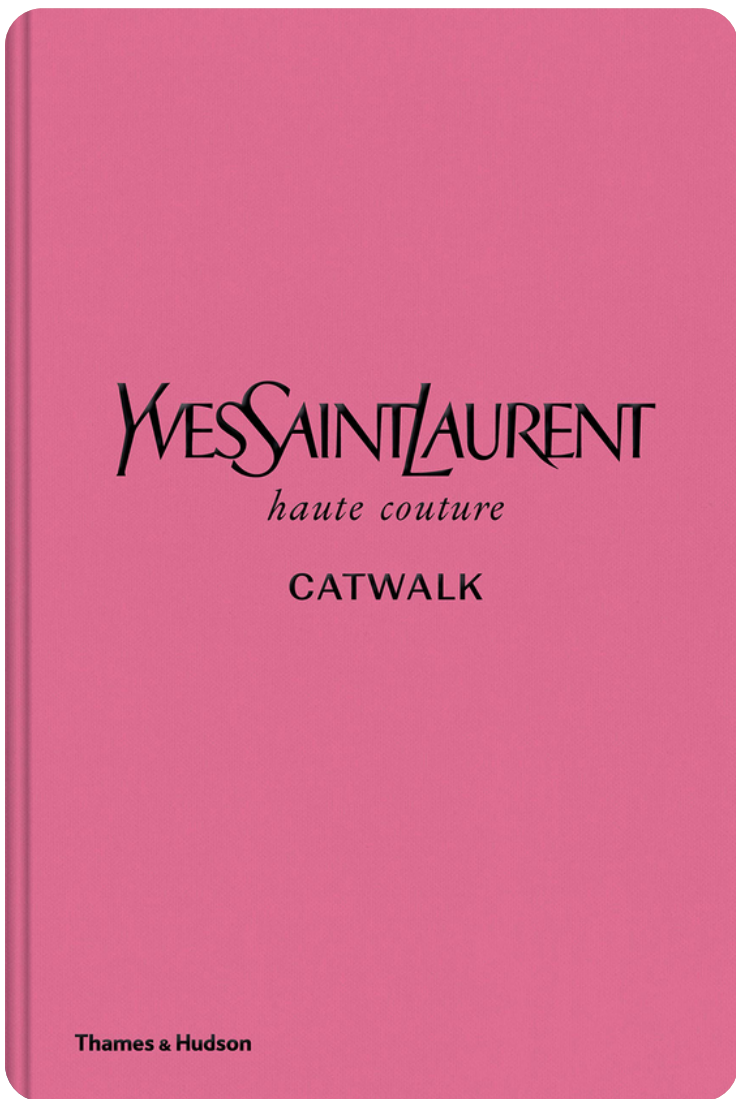
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**Vogue On: Cristobal Balenciaga, Susan Irvine.**

In 1936, Cristobal Balenciaga opened his fashion house in Paris after fleeing the Spanish Civil War; within a couple of seasons, he elevated fashion to the level of art. Christian Dior called Balenciaga the "master of us all," and Coco Chanel claimed that he alone was a "couturier in the truest sense... the others just dressmakers." In the 1950s, he revolutionized the female silhouette, experimenting with semi-fitted shapes, the sack dress, the cocoon, and the baby-doll dress. His innovative designs were characterized by their lightness: the wife of a diplomat joked that she could play golf in her Balenciaga dress... The unique archive of photographs taken by leading photographers of that time, from Cecil Beaton to Mario Testino, and original illustrations make Vogue the most authoritative and prestigious source of fashion information.

**READ**



**Yves Saint Laurent:  
The Complete Haute Couture  
Collections 1962-2002.**

This publication begins with a brief history of the house, followed by the biography of Yves Saint Laurent, and then examines the collections themselves presented in chronological order. Each collection is preceded by a brief text revealing its influence and key moments, and is illustrated by a gallery of carefully selected images from the runways. It features hundreds of impressive outfits, details, accessories, makeup looks, and set designs, and, of course, top models who wore them on the runway. The book concludes with an extensive reference section.

**READ**