



# The Fashion Book

*Phaidon Editors*

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**The Fashion Book** Phaidon Editors

***The Fashion Book* takes a fresh look at the fashion world and the people who created and inspired it.**

Spanning almost 200 years, the entire industry is represented; from clothing and footwear designers, to photographers, stylists, icons and retailers, including the new category of educational institutions that have been fundamental in the careers of many of the creative individuals.

Marking the significant changes on the fashion landscape since the first edition, this revision includes updates on existing entries as well as important new names who have fundamentally shaped the way we see fashion, from designers such as Nicholas Ghesquière, Gareth Pugh and Phoebe Philo, influential image makers Mert and Marcus and Mario Sorrenti, and contemporary icons Lady Gaga and Tilda Swinton, representing just a few of the many exciting new figures. New faces rub shoulders with the fashion pioneers of the original edition; such as Coco Chanel, Issey Miyake, Yves Saint Laurent, Kate Moss and Helmut Newton. In keeping in the reference style of the first edition, this new edition reflects a comprehensive view of the fashion industry today.

Easy to use and filled with inspirational images, *The Fashion Book* is organized as an A-Z guide of names, listing 576 entries across the categories of clothing and accessory designers, photographers, institutions, models and those iconic individuals who instigated or symbolize a whole fashion movement. Cutting through the usual classifications, and organized alphabetically, the book creates unexpected juxtapositions that make fascinating and unlikely partnerships: the powerful Anna Wintour sits opposite the pioneer of modern fashion, Charles Worth while Terry Richardson rubs shoulders with Herb Ritts, and digital print wunderkind Mary Katranzou meets Rei Kawakubo.

Each entry is illustrated with a photograph or drawing from the most important creative talents in the industry - showing a quintessential aspect of their work. An accompanying text describes where they fit into the fashion story and includes essential biographical information about the subject. In addition, *The Fashion Book* uses a comprehensive cross-referencing system and glossary which explain the many collaborations and techniques used in fashion, that singular business which lives somewhere between art and commerce.

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