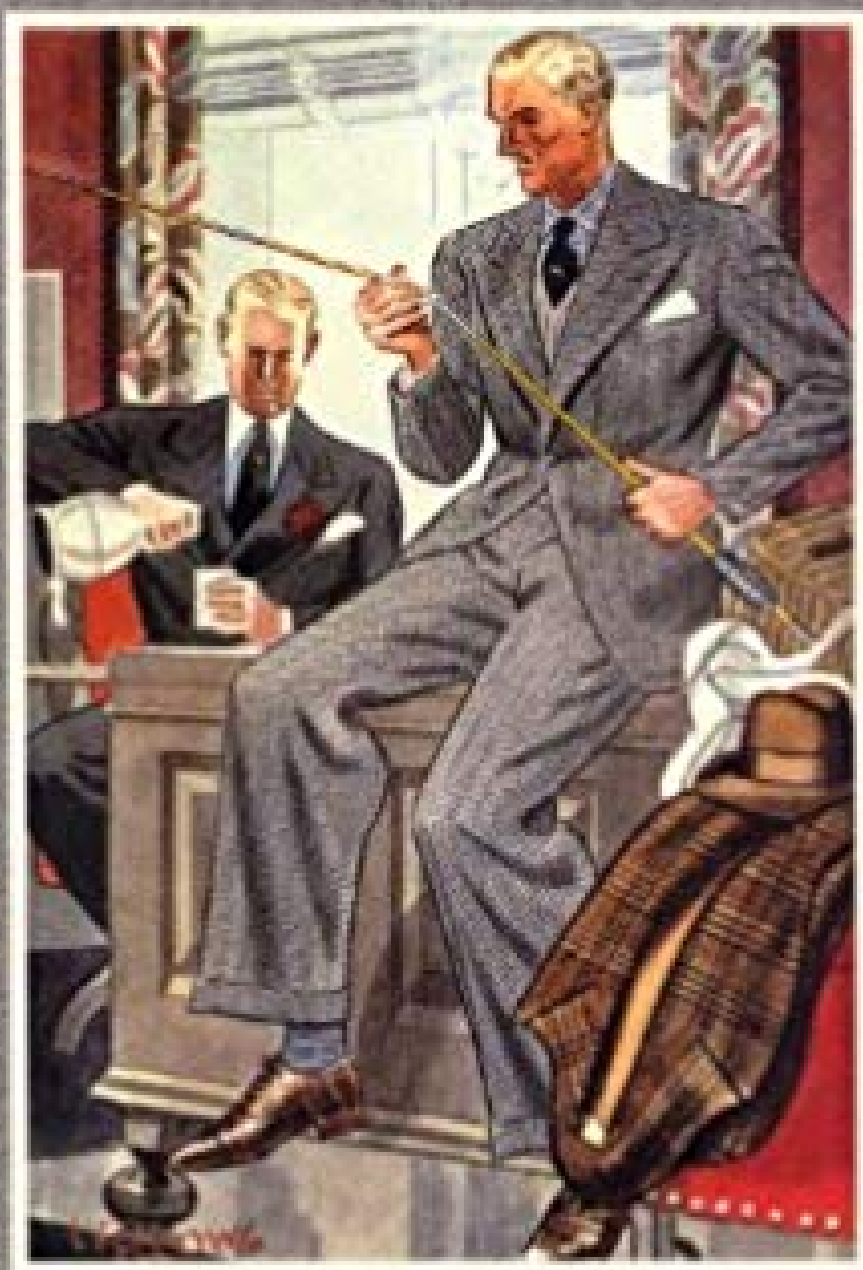


Men in Style

THE GOLDEN AGE OF FASHION FROM *Esquire*



WALTER HODGES VENTURE • KIM JOHNSON COOPER

RIZZOLI

Woody Hochswender

Men in Style: The Golden Age of Fashion from Esquire



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Talks about men's fashion through the thirties, forties, and postwar period, using fashion illustrations from Esquire magazine



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Very Pleased The condition of the book was exactly as what was quoted in the description. Hochswender had two or three decades worthy of of "Esquire" to work from, and I wish he had picked two or three times as many of these illustrations to add. From Alan Flusser's great books to numerous menswear blogs, the attentive reader still encounters them all the time. Great purchase Missal The beautiful illustrations of men's haberdashery produced for "Esquire" magazine between your 1930s and 50s by Laurence Fellows, Leslie Saalburg, and Robert Goodman remain vital references for men of classic tastes today. From Alan Flusser's great books to several menswear blogs, the attentive reader still encounters all of them enough time. That's because -- unlike most of the others who reproduce these pictures -- Hochswender has included the editorial duplicate that accompanied the illustrations as they appeared in the magazine. If there's anything wrong with this reserve, it must be that it's much too short. If there's anything wrong with this book, it must be that it's far too short. and why is it therefore unfortunate that available copies are evidently so hard to find. While ideal for reference and education, though, what's surprising about "Men in Style" is how entertaining a go through it is. That's because -- unlike most of the others who reproduce these images -- Hochswender offers included the editorial duplicate that accompanied the illustrations because they made an appearance in the magazine. Hochswender got several decades worthy of of "Esquire" to work from, and I wish he had picked several times as many of the illustrations to include. This book is elegantly illustrated and shows the timelessness - some might say "sameness" - of men's fashion from the 1930s to the 1940s." Arnold Gingrich, founding editor of "Esquire," apparently produced much of this copy himself in the early years, and is to be commended for his distinct and entertaining voice.. I was just as pleased as though I acquired bought a fresh book.. Among guys who appreciate and make an effort to maintain classic style -- a Nockian Remnant in a world where every day is "Casual Friday" -- "Men however you like" is a reserve to return to over and over for both spiritual uplift and request. Missal The beautiful illustrations of men's haberdashery produced for "Esquire" magazine between your 1930s and 50s by Laurence Fellows, Leslie Saalburg, and Robert Goodman remain vital references for men of classic tastes today. The publication was bought as a present and he was very Pleased! I loaned mine to a pal - soon to become an ex-friend - and the book is out of printing.. Still, you can tell another person they should have worked well harder, and I have no issues with the outstanding work he did do. and why is it so unfortunate that obtainable copies are evidently so difficult to find. Based on Esquire's protection of style in the '30s and '40s, it not only shows how small men's fashion has changed through the years but also WHY the male of the species is indeed adverse to radical innovation. That's what makes "Men in Style," assembled by Woody Hochswender, this essential reference function . As a professional copywriter myself, it had been a joy to read (as Hochswender describes it in his launch) "the crisply explanatory writing, dictatorial without being frustrating, [arising] from a time when criteria of behavior had been inextricably linked to conventions in clothing. The editors were extremely uncompromising in their point of view, but at least they had one." Arnold Gingrich, founding editor of "Esquire," evidently produced much of this copy himself in the early years, and is to be commended for his exclusive and entertaining tone of voice.. As a specialist copywriter myself, it was a joy to read (as Hochswender describes it in his launch) "the crisply explanatory writing, dictatorial without being irritating, [arising] from a period when criteria of behavior had been inextricably linked to conventions in clothes. Still, you can tell someone else they should have proved helpful harder, and I've no problems with the outstanding work he did perform. Among guys who appreciate and try to maintain classic style -- a Nockian Remnant in a world where each day is "Casual Fri" -- "Men however you like" is a book to return to again and again for both spiritual uplift and practical application. This is the kind of book you do not lend to close friends, because you'll never get it back. While great for reference and education, though, what's surprising about "Men in Style" is how entertaining a read it really is. Mr. Hochswender can be, arguably, the very best living writer on this subject matter. Besides an encyclopedic understanding of the field, his style, witty and easy to grasp, makes for a great read. If you can acquire this publication somehow, please do it. You will

have deeper insight not merely into style but also into male behavior in general. Five Stars Was of the best all period books The editors were extremely uncompromising in their perspective, but at least that they had one. A classic in its field This book shouldn't be out of print. Speaking of which, does anyone have a copy to market? That's why is "Men however you like," assembled by Woody Hochswender, this essential reference work . this is "the book" for male clotheshounds.



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