

## Alberto Oliva and

In Vogue: An Illustrated History of the World's Most Famous Fashion Magazine



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In Vogue is a fascinating look at the history of the world's most influential magazine. The entire compendium is illustrated with hundreds of covers and archival interiors of past Vogue editions, offering the work of a few of the twentieth century's esteemed artists, cover illustrators, and photographers—from Edward Steichen, Toni Frissell, and Erwin Blumenfeld to Irving Penn, Richard Avedon, David Bailey, Helmut Newton, Annie Leibovitz, Mario Testino, Steven Klein, Bruce Webber, and Herb Ritts. The thoroughly researched story incorporates first-person accounts, interviews with editors and photographers, and excerpts from stories written in the magazine by many world-renowned writers, including Truman Capote, Aldous Huxley, Richard Burton, Federico Fellini, and Marcello Mastroianni. from runways, to editorial meetings, to the pages of Vogue. In Vogue traces the annals, development and impact of this mass media colossus— Unparalleled in its scope and remarkably illustrated, In Vogue is sure to be being among the most important publications on the topics of culture, art, fashion, photography, and media. The book clarifies the makings of the magazine— Nast had taken charge of a struggling culture journal and transformed it into the most glamorous style magazine of the twentieth century. In 1909, an entrepreneurial New Yorker called Condéfrom its beginning as a social gazette in the late nineteenth century, to the exploration of modern fashion photography and new visuals in the midtwentieth century, to its status as the top style magazine today.



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Gorgeous!! Five Stars Gorgeous book! I flip through a few pages nearly every day. It really is something it is possible to sit down and flip through! So I bought one for myself too. Stunning What a great addition to any decor, fashion library or history buff. It certainly illuminates the history of fashion photography.. Excellent quality product, certainly worth the price (makes an excellent house warming gift or gift for a young fashion enthusiast. Really fine cover and looks great to display. !! I'd bought one for a friends housewarming gift and I struggled to give it to him because I loved it so very much. Beautiful display of fantastic pictures I like how the publication is organized and the sort of photos included.. Great photographs ruined by poor cover This is an excellent book so far as photographs and the text, but the material used for the cover is quite suprisingly low quality and as time goes on, it gets increasingly more crooked and bent. Great historic information, and gorgeous photos, plenty of them. A Gift Given as a gift. I gave it to her for Christmas great photos information The book is often a nice someone to have. Never what you'd anticipate from a Rizzoli book. Perfect coffee table publication.. I'm happy. Five Stars my girl loved this publication. I was informed it was very interesting. Must have Stunning book! Four Stars It worked



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