## The Glamour of Italian Fashion

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## The Glamour of Italian Fashion: Since 1945 (Victoria & Albert Museum: Exhibition Catalogues)



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The Glalour of Italian Fashion This exhibit produced a smashing hit in London and after having been a fan of Italian fashion, it is easy to understand why this exhibit managed to get and just why the Italians have managed to get to the top list of Buon Gusti in fashion, Chic, elegant will be the well dressed Italian women, not to mention the vanity of men. Everything makes sense once you browse the book and observe how the Italians made it as a major fashion center of the world. We are not provided with an index of that which was exhibited in the display. There are several essays about the business enterprise of fashion and the people who produced materials and their use. You will lean about the days, the mills, the craft, the advertising, and individuals involved. I discovered a lot even though there were so many names trashed at me they all started to blur together. This exhibition catalog offers you all of the background info of the history of Italian style from 1945. There are also short spotlights on some of the lesser know designers, editors, materials, and fabric suppliers. While there is some recent photography of fashion, the majority of the photographs are of advertisement campaigns. THE BUSINESS ENTERPRISE of Italian Fashion It's expected that any publication produced by the V&A will end up being thoroughly researched and presented in probably the most scholarly manner. I just wanted more glamour.



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