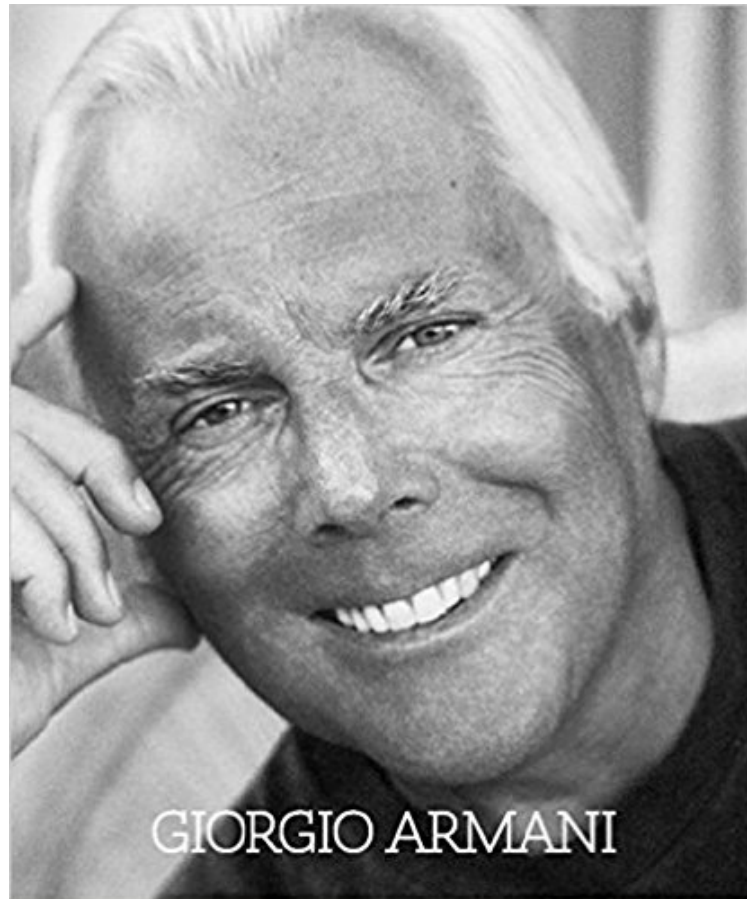


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Giorgio Armani : Giorgio Armani before purchasing it in order to gage whether or not it would be worth my time, and all praised Giorgio Armani:

3 of 3 people found the following review helpful. Armani analyzed by GuggenheimBy RBJBig book about a big and important design house. The thing that struck me first is the graphic beauty of the physical package itself and pictoral layout. The build quality is excellent; sewn not glued. The complaints about celebrity comments have no merit, when Armani's success is due initially to celebrity identification. Guggenheim did not try to define the personal style of each celebrity endorsement, but rather that they allowed Armani to dress them without any modification to his technique. If there is a knit cap or clunky oxford brogue or baggy-neck all buttoned-up shirt: leave it! Thus, any celebrity in Armani is the embodiment of that current campaign, which campaigns, in general, are all magnificent in the Armani Style: MODERN ITALIAN CHIC.I wanted this book (as a style manual) because I've taken great care to collect vintage Armani pieces to wear and cherish, and want the DNA to remain pure, as Armani since 2007 or so, seems too fixated on the "skinny suit," which almost directly contradicts Armani's style. At least for me. This book immortalizes the broad shouldered, slouchy/fitted clothes in exquisite fabrics that caught our eyes and minds in the first place. And who

else but super modern Guggenheim to curate such immortal classics. Leave Dior Homme and Dolce Gabbana's Martini-fit for super skinny cuts, and Armani for Imperial quality, luxurious fit, and sublime comfort. This book is a must have for every Armani aficionado or serious student of sartorial style. Any edition is acceptable, hardcover or paperback.

0 of 0 people found the following review helpful. good book
By anonymous
This is a really good huge thick book with lots of content for a newbie trying to understand why he is so acclaimed. There are lots of pictures and essays by different people both inside and outside the fashion world. One complaint is there are a number of pages with thumbprint head and shoulders portraits of famous people which do not show the clothes at all. But I feel there are enough other pictures to compensate for this. Just the interview alone with Giorgio Armani makes the book worth it. Some of it seems like "fanclub" but it gives you a sense of the themes why people like him and his clothes so much. Some of the content can be found online, but this is more comprehensive and has it all in one place. Definitely worth it for six dollars.

0 of 0 people found the following review helpful. Five Stars
By Rico Armani
What can I say- Anything Armani is great!

Available at a new, lower price, this comprehensive celebration of the fashions of one of the worlds most revered designers is now perfect for a wider audience. This lavish book focuses upon the key creations and important milestones in the history of the celebrated Italian designer and his eponymous fashion house. With personal texts written by Giorgio Armani, the book contains biographical details interwoven with the story of the company. Giorgio Armani has been universally credited with changing the rules of contemporary fashion and creating a timeless version of modern dress by removing excess ornament and translating traditional sportswear looks into business and evening wear. His impact is felt not only in womens fashion and red- carpet glamour, but it is also inseparable from the evolution of mens style in recent decades. More than any other contemporary designer, Armani best represents the global success of Italian style. This gorgeously illustrated volume includes photography by a virtual who's who of leading international fashion photographers, such as Steven Meisel, David Sims, Craig McDean, Herb Ritts, Mario Testino, Deborah Turbeville, Aldo Fallai, and Annie Leibovitz, and features numerous fashion icons.

"If you can't make it to Milan to visit Armani/Silos, the designer's newly opened museum, this book offers something even better: a VIP tour of his 40 years in fashion, conducted by Mr. Armani himself."-W MAGAZINE
"Chronicling his life from war-stricken beginnings to the building of his clothing empire that soon became known and revered the world round, you can immerse yourself in Armani's world. . .Beyond juicy tidbits previously unknown to the public, the book also takes a look at the slow but steady rise of the Armani Empire."-VISIONAIRE BLOG
"The images speak for themselves, the stylistic arc of a man whose career, which took off in the late 1970s, captured the loyalty of a rising feminist wave of working women and Hollywood stars of both sexes, and eventually came to rule over an Italian empire recognized all over the globe. . .But more than anything, what emerges is the first real insight into the mind of a man, and it is humanizing."-VOGUE
Giorgio Armani is a very beautiful and distinctly no-nonsense book, by and about a designer who spent many years at the very top of the fashion tree simply by ignoring what other designers were doing and following his own aesthetic."-THE BUSINESS OF FASHION
About the Author
Award-winning fashion designer Giorgio Armani launched his menswear label in 1975, with his first womenswear collection following a year later. By 2001 he was acclaimed as the most successful designer to come out of Italy, with a retail network encompassing 37 countries.