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

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Alberto Oliva, Norberto Angeletti : In Vogue: An Illustrated History of the World's Most Famous Fashion Magazine before purchasing it in order to gage whether or not it would be worth my time, and all praised 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 complete compendium is

illustrated with hundreds of covers and archival interiors of past Vogue editions, featuring the work of some of the twentieth century's most respected 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. In 1909, an entrepreneurial New Yorker named Cond Nast took charge of a struggling society journal and transformed it into the most glamorous fashion magazine of the twentieth century. In *Vogue* traces the history, development and influence of this media colossus from its beginning as a social gazette in the late nineteenth century, to the exploration of modern fashion photography and new visuals in the mid-twentieth century, to its status as the top style magazine today. The book explains the makings of the magazine from runways, to editorial meetings, to the pages of *Vogue*. 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. Unparalleled in its scope and exceptionally illustrated, *In Vogue* is sure to be among the most important publications on the subjects of culture, art, fashion, photography, and media.

From Publishers Weekly From the illustrated covers of *Vogue*'s founding in 1892 to the advent of color photography in the 1930s and today's postmodern world, this thick volume is as elegant and engrossing as the magazine. An essay by Susan Sontag on the social implications of fashion photography enhances profiles of Irving Penn, Helmut Newton, Annie Leibowitz and other image-makers, along with the models, athletes and powerful women who have graced the magazine's pages. Behind-the-scenes anecdotes and proofs that did and didn't make the cut offer an intimate look at how the magazine assembles its public face. (Sept. 22) Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "...is indispensable reading. As substantive as it is sumptuous, the incisively written, meticulously researched and gorgeously illustrated.... -- NEW YORK TIMES BOOK REVIEW, Dec. 2006" "...it's hard to believe that after 115 years, a comprehensive book about *Vogue* hasn't been published, but authors Alberto Oliva and Norberto Angeletti are about to change that." -- WOMEN'S WEAR DAILY Aug. 2007 "...this thick volume is as elegant and engrossing as the magazine." -- PUBLISHER'S WEEKLY, November 27, 2006 "...worth adding to your library." "This beautifully illustrated coffee-table staple is a must-read for anyone interested in journalism, advertising, marketing, design, photography and even history." -- COX NEWS SERVICE 01/05/2007 "Gorgeously designed, handsomely bound, and abundantly illustrated with some of the best photography of the last century....." -- ATLANTIC MONTHLY, March, 2007 "This is the first book ever to present an in-depth, 100 year history [of *VOGUE*]." -- PAPER CITY DALLAS, September, 2006-- "Gorgeously designed, handsomely bound, and abundantly illustrated with some of the best photography of the last century, this swank volume - with its 410 pages of sumptuously thick matte stock - has the look and impossible-to-read-in-bed heft of the highest-end coffee-table book." -- ATLANTIC MONTHLY March 2007 About the Author Alberto Oliva and Norberto Angeletti have been working in journalism for 35 years. They have both been keynote speakers at the Magazine Publishers Association of America (MPA) as well as at other international journalism forums, taught magazine courses at the University of Stanford in California and the University of Salamanca in Spain, and are co-authors of the book *Magazines that Make History* (Florida University Press, 2004).