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Tartan: Romancing the Plaid (Rizzoli Classics)

Jeffrey Banks, Doria de la Chapelle
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Jeffrey Banks, Doria de la Chapelle : Tartan: Romancing the Plaid (Rizzoli Classics) before purchasing it in order to gage whether or not it would be worth my time, and all praised Tartan: Romancing the Plaid (Rizzoli Classics):

6 of 6 people found the following review helpful. Amazing PlaidBy WildmanRomancing the Plaid isn't just for the fashion minded or the Scot-o-philes. There is good research demonstrated in the meanings in the patterns and colors to the various Scottish clans and the authors use paintings of the historical period to illustrate their findings make this little covered topic more fascinating to the average reader. The book covers the origins and more recent uses of plaid tartan themes and its various impacts on modern fashion. The illustrations and photographs are of excellent quality and definitely should be purchased for more than the decorative coffee table accessory. Overall a genuinely good reading experience and a interesting subject.0 of 0 people found the following review helpful. Five StarsBy CustomerBeautiful

book, lots of substance 1 of 1 people found the following review helpful. Beautiful book. By Mystery Buff Quality book with beautiful pictures dealing with the ancient and meaningful tartan. Highly recommended to everyone, especially those that are not familiar with all variations and uses for tartans.

William Braveheart Wallace did battle in it. Queen Victoria decked Balmoral in it. Madonna donned it to strut around the stage. Tartan, the beloved symbol of kin, clan and nation to the Scots, has evolved into the one of the world's favorite fabrics. Serving as inspiration for designers of everything from haute couture to furniture, tartan mania is in full swing. Fashion world insiders Jeffrey Banks and Doria de La Chapelle have written the definitive book on tartan, bringing together a dizzying array of images to tell the story of tartans humble beginnings to its current status as the ultimate emblem of great taste and high fashion. In addition to chronicling tartan enthusiasts from every age including the incomparably fashionable Duke of Windsor whose closet was jam-packed with tartan kilts Tartan profiles the designers who've made tartan an integral part of their work, from punk-inspired provocateurs Vivienne Westwood, Jean-Paul Gaultier, and Alexander McQueen to the more refined fashions of titan Ralph Lauren and Burberry. The perfect mix of a fashion and lifestyle book, this volume explores the global phenomena of tartan mania.

"This luxurious book explores the rise of tartan from its humble Highland origins to high fashion and home decor. . . After reading the book, you'll be digging through your closet for that Alexander McQueen tartan Empire-waist dress or balenciage plaid mini bell skirt to wear to your next Highland fling." -ENTREE HOLIDAY MAGAZINE About the Author Rosemarie Bravo is the CEO of Burberry. Jeffrey Banks is a Coty award-winning designer of mens and womens apparel. Banks has worked with a number of Scottish fabric mills designing tartans of his own. Doria de La Chapelle is a freelance writer and publicist. After covering fashion and beauty for Mademoiselle, she worked as advertising director at Henri Bendel. Excerpt. Reprinted by permission. All rights reserved. FOREWORD Rose Marie Bravo In 1997 when I accepted the role of chief executive at Burberry, little did I know as I moved my family to England, that my story and my life would be in inextricably linked with the story of tartan and the Burberry plaid, or what is lovingly called in the United Kingdom "the check." The small team that we had selected began to delve into the archives of this very British 150-year-old company. It became exceedingly clear that the Burberry trench coat with its plaid lining was the company's primary icon which conferred instantly on the wearer a sense of quality, status, class, and taste. As I traveled around the world in an effort to understand the DNA and the magic of the brand, I was fascinated by the universal appeal and the emotion that all things tartan had in various cultures. Tartan is an unspoken language that can elicit a response without one word being spoken. It has the ability to cross national borders, appeal to all generations and both genders. I studied an elderly Italian gentleman in a small village in the middle of Italy proudly sporting his tartan cap or Burberry scarf with a loden coat as well as a twenty-five-year-old gal on the streets of Seoul wearing the same items, creating a totally different impression in my mind. Tartan and plaid, as this book will demonstrate, have the ability to send a variety of messages. I recalled my days merchandising department stores where from time to time several fashion designers would use tartan and plaid in a variety of ways. The most avant-garde creative people used it with a sense of irreverence. How could something so old be made to look modern and hip? A few designers would use plaid in its most traditional manner and color combinations and thus elicit a sense of heritage, classicism, and longevity in the clothes. Even the manner in which tartan can take color in those unique exciting combinations can add so much personality and style to an ensemble. In the United Kingdom tartan and plaid are ubiquitous. In your daily life you see these patterns used in so many venues and ways they enter your subconscious. So many fine establishments--hotels, restaurants, even castles--use tartan in their dcor, and one has an immediate sense of home and belonging, warmth, coziness. You are just waiting for that delicious sweetsmelling, very hot tea to be poured into a fine china cup and saucer. Walking the streets of London on a brisk, gray autumn day one of the most joyous sights would be to see a flock of young children out for a stroll wearing their subtle tartan jumpers or trousers. So, as you browse or read through this beautiful book, enjoy all the dimensions and the references that these patterns can elicit. Yes, think England and its heritage and the royals, and Scotland and its clans and their pride. And see plaid as a fiery, irreverent banner in fashion and during the holidays where a tartan bow tie speaks volumes about its wearer. But most of all become seduced by the power, the magic, and the mystery inherent in this oldest and most exuberant expression of belonging.