



The Great Fashion Designers

By Brenda Polan, Roger Tredre

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From Charles Frederick Worth to Nicolas Ghesquière, designers have propelled fashion from an elite craft into a cornerstone of contemporary popular culture. This brilliantly written analysis of the achievements of the 50 greatest names in international fashion explores their lives, both personal and professional, drawing on the latest academic research and on the best of fashion journalism, including the authors' own interviews with designers spanning a 30-year period. The designers' working methods and career highlights are outlined in detailed and wittily written entries that capture the spirit of their times. From Poiret and Patou to Gernreich and Galliano, the sometimes provocative selection of 50 names poses stimulating questions about the definition of a fashion designer in the modern era. A ground-breaking book, this is a definitive introduction to fashion designers that is essential reading for both students and general readers alike.

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Editorial Review

Review

This is a comprehensive introduction into the world of fashion and the designers you need to know about who inhabit it ...If it's not already, put it on your Christmas list now! Vogue.com A succinct round-up! WGSN.com An interesting and indispensable tome. Glass Magazine With over 30 years in the industry, Polan and Tredre give fashion history a personal spin. Thats not my age.com A great reference for teachers, students, researchers and academics. Worn Through

About the Author

Brenda Polan is currently Director of Programs (Fashion Media) at the London College of Fashion, London. She is well-known as a journalist. Her writing on journalism on fashion, style, design and lifestyle has appeared in a range of newspapers and magazines including: *The Guardian*, *The Independent on Sunday*, *The Financial Times*, *Harpers and Queen* and *Good Housekeeping*.

Roger Tredre has had a distinguished career in fashion journalism working as a fashion correspondent for *The Independent*, *The Independent on Sunday* and *The Observer*. He is currently an associate lecturer in fashion journalism at Central St. Martins School of Art and Design.

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