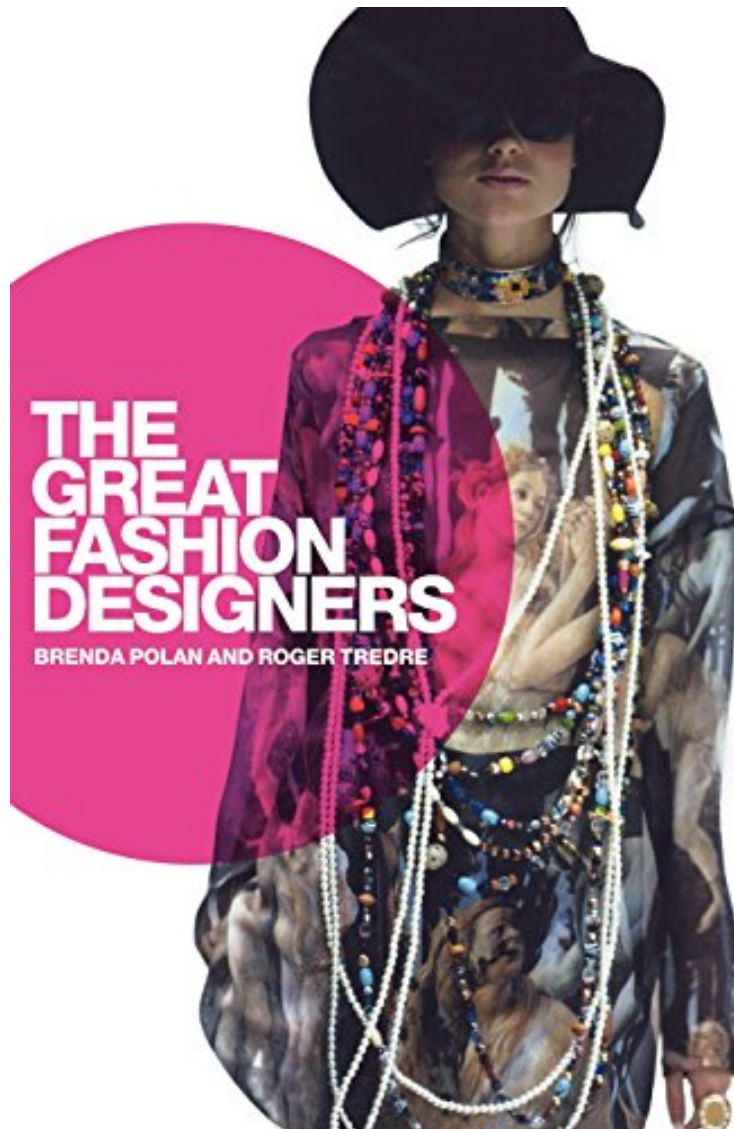


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## The Great Fashion Designers

*Brenda Polan, Roger Tredre*  
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**Brenda Polan, Roger Tredre : The Great Fashion Designers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Great Fashion Designers:

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class book purchase amazing pictures with a wide variety of designers mentioned in detail! Super cool coffee table book.

From Charles Frederick Worth to Nicolas Ghesquire, 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.

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 An interesting and indispensable tome. Glass Magazine A succinct round-up! WGSN.com With over 30 years in the industry, Polan and Tredre give fashion history a personal spin That's 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.