

Chloe: Attitudes

Sarah Mower

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#161693 in Books Sarah Mower 2013-10-29 2013-10-29 Original language: English PDF # 1 13.70 x 1.30 x 10.50l, 4.20 #File Name: 0847838528272 pages Chloe | File size: 45.Mb

Sarah Mower : Chloe: Attitudes before purchasing it in order to gauge whether or not it would be worth my time, and all praised Chloe: Attitudes:

0 of 0 people found the following review helpful. Don't judge a book by its cover By Crystal Dove I bought this As a gift. I haven't gifted it yet. I unwrapped it to take off the price tag that was on it. I think the outside of the book is beautiful and there are some pretty pictures inside but the quality of the paper sucks"/ it's not nice and glossy or thick like the other books like Dior or Chanel...I think the recipient will like it but I won't buy one for myself. If you're looking to buy it purely as decor, it's a beautiful book on the outside!! 0 of 0 people found the following review helpful. Five Stars By Laura Chloe is an amazing fashion house and viewing pieces/campaigns from past and present is a delight. 1 of 1 people found the following review helpful. Also looks good on my coffee table By amina laassiri Lovely book and very well written, added to my fashion collection books. Also looks good on my coffee table.

This handsome volume chronicles the rise of the fashion house Chlo, a crucible of creativity for some of fashions most notable designers. The fashion brand Chlo may be sixty years old, but she still exudes a youthful elegance and femininity. As the first high-end Paris fashion house to sell exclusively ready-to-wear clothing, Chlo has since redefined its look for the modern woman with flattering colors, quality materials, and a series of must-have It bags. Chlo started in 1952 when Gaby Aghion invented the revolutionary idea of luxury prt--porter, taking the craftsmanship of haute couture and making it available to a wider audience. Her focus on the beautiful yet wearable gave the line currency with chic young women. Born in Egypt in 1921 and moving to Paris when she was in her twenties, Aghion dressed some of the most fashionable and powerful women of her day, including Jackie O, Grace Kelly, and Brigitte Bardot. Her vision has always been maintained through the companys extensive career. The companys lively and fresh energy has been sustained through the decades partly because it seeks out new talent, including then-28-year-old designer Karl Lagerfeld, who started with the company in 1966. The book explores his career at Chlo, along with Martine Sitbon (in 1988), Stella McCartney, who joined Chlo when she was 26 (in 1997), and Phoebe Philo, who was responsible for Chlos major reinvention from 2001 to 2006, where she is credited for bringing a sensual and personal touch to the line. It is currently helmed by Clare Waight Keller, who previously reinvigorated the fashion line Pringle of Scotland. Chlo, in short, is the modern womanrefined and redefined.

Clear your coffee tables: Chloe celebrates 60 years with *Chloe: Attitudes*. The tome includes a stunning array of images. Archive photographs from the first Chloe runway show, advertisements, and sketches you are sure to spend hours pouring over this gorgeous book. ~Marie Claire
Chloe explores the various eras of the house and its designers, with text by Vogues Sarah Mower and archival photographs, and more. ~Vogue
Revisit Gaby Aghions luxe ready-to-wear and Phoebe Philos sleek redefinition of the brand ~C Magazine
Defying expectation, this book should be required reading for the novice as well as the jaded. Ms. Mower tells the story of how a brand was developed from square one by one very determined, bright, insightful, and talented woman Gaby Aghion. *Chloe Attitudes* is as much about the company as it is about the era in which it all happened. These were the absolute glory days of fashion when the apex of fashion was Paris. *Chloe Attitudes* provides the reader with abbreviated text that is wonderfully and colorfully written to speak to the times as well as to fashion itself. *Chloe Attitudes* is a must read...not only will you be entertained but you will be informed and educated. ~New York Journal of Books
"Don't miss this fashion book." ~W Magazine
Chloe: Attitudes is full of images and artifacts...showcasing works..that capture the brands irrepressible spirit. ~Nylon Magazine
Although quite a young house Chloes history and impact on the fashion world is a rich one. Mower chronicles Chloes history by designer, revealing incredible facts about their design process, personal nuances and glimpses of what makes them such poignant and influential figures both at Chloe and elsewhere in the industry. But it is perhaps the photographs that make the most impact in *Chloe: Attitudes* such a choreographed collection of images allow the reader an insiders glimpse into the world of Chloe. ~DuJour.com
About the Author Sarah Mower is an award-winning fashion journalist based in London. Marc Ascoli is the legendary art director responsible for the image branding of Jil Sander, Yohji Yamamoto, and Chlo, among others.