

(Pdf free) Coach: A Story of New York Cool

Coach: A Story of New York Cool

Joel Dinerstein

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Joel Dinerstein : Coach: A Story of New York Cool before purchasing it in order to gage whether or not it would be worth my time, and all praised Coach: A Story of New York Cool:

0 of 0 people found the following review helpful. Too much "cool," not enough CoachBy JKBDisappointing. Too many celebrity pics, not enough pictures or history of vintage Coach. It was purchased to learn more about the history of Coach and to obtain images of their iconic and vintage designs. Very few pictures of Coach products, mostly pictures of celebs (in which the bags were difficult to see) and NYC. I love New York, but the content of this book, published for the 75th anniversary of Coach, is disappointing. I found more of the type of information I was seeking free on Pinterest. I understand the concept the designers were striving to achieve, but in my opinion this book failed to achieve the goal of celebrating Coach and its history on the company's 75th anniversary.1 of 1 people found the following review helpful. Truly wonderfully unique!By Mara IrwinThis is a beautiful book, perfect for a coffee-table, which celebrates Coach's 75th anniversary by showing how the company is intertwined with New York's history. It is

filled with amazing photos of Coach bags, nostalgic ads, and the city's streets across the decades. Joel Dinerstein (a highly-regarded scholar of cool) begins each chapter with an overview of the pop-culture in NYC. The pages that follow include collages of Coach bags, changing styles (hippies, punks, preppies) and an array of iconic figures on the streets such as Frank Sinatra, David Bowie, The Ramones and many more. And the production is beautiful: the years unfold on thick, glossy paper and the layouts are wonderfully creative. Any friend that comes to my house is attracted to the book and winds up spending time leafing through the pages. I highly recommend this book to anyone interested in the Coach brand or just New York fashion.

Celebrating the seventy-fifth anniversary of this iconic luxury fashion brand, this book presents a vibrant visual survey of Coach's continual exploration and redefinition of American style, infused with its distinctively cool New York City spirit. At the heart of Coach, arguably one of the world's most recognizable fashion brands, is its effortless New York style, cutting-edge design, craftsmanship, and authenticity. This volume explores the evolution of this American company, from its beginnings in 1941 in a small loft as a manufacturer of leather goods to its transformation into a revered international fashion and lifestyle brand. Inspired by the pulsating energy of New York City in the 1960s, the company's owners Miles and Lillian Cahn cultivated an entirely new Coach brand that offered not only men's leather goods, but also women's handbags, totes, small leather goods, and other accessories envisioned by the legendary American sportswear designer Bonnie Cashin. Each creative director from Cashin to Stuart Vevers, the company's current head of creative since 2013, continued to evolve the modern definition of "American cool" in the relaxed aesthetic and effortless style of Coach's designs. This richly illustrated volume features both recent and archival photography, ranging from product design sketches to iconic advertising campaigns, and imagery of Coach's inspirational references from celebrity figures to the electrifying, fast-paced cityscapes of New York City. A definitive volume of the brand's celebrated heritage, Coach will be treasured by its devoted customers and fashion, style, and cultural enthusiasts alike.

"And while it's published by none other than Rizzoli New York, don't let the genre fool you, because this isn't your average coffee table book. Adopting a unique scrapbook style layout designed by famed art director Fabien Baron, this nearly 300-page walk down New York's fashion memory lane details the entirety of Coach's journey, starting from their humble beginnings as a quaint SoHo workshop with only six artisans to the American fashion giant they are today" Paper Magazine "Dinerstein employs a rather wonderful way of telling the story of Coach by using the ever-changing landscape of New York City as the back drop to the evolution of a heritage brand. The photographs are about as wonderful as you find, and the text is straightforward and makes for an enjoyable as well as an enlightening read. . . . The book is without question a celebration of all its contents." New York Journal Of Books "The book Coach: A Story of New York Cool, out today from Rizzoli, commemorates the brand's 75th anniversary as a 336-page visual history, featuring vintage photographs, design sketches, landmark editorials, and ad campaigns." New York Magazine " . . . traces the house's origins from a leather goods house to a commercial powerhouse." W Magazine "There's even a Rizzoli book to underscore this hip new era, Coach: A Story of New York Cool, with a foreword by Blondie's Debbie Harry. Vevers, for his part, is doing what comes naturally. "The change has been bold, but I've always felt that there's an appetite for it," he says. "And it seems to be the case. "People have responded really well to fashion from Coach," he continues." HarpersBazaar.com "This year the classic American brand celebrates its 75th anniversary and, with Rizzoli, has released this collection of archival sketches, photography, and history written by designer Stuart Vevers with a foreword by Debbie Harry." 15 of the Most Covetable Fashion Tomes to Hit Bookshelves This Year, Vogue "There's cool, then there's New York cool. For their 75th anniversary, Coach brings their readers on a journey through the brand's legacy of defining style and leading the fashion industry. The collage cover of fashion cut-outs evokes the timelessness Coach's influence." E Magazine, The Entity Haute Couture "This richly and beautifully illustrated volume features new and archival photography, design sketches, landmark editorials and ad campaigns, imagery of Coach's inspirational icons of cool, from Joe DiMaggio, Fred Astaire, Lauren Bacall, Robert Redford, and Ali McGraw, to Madonna, Prince, Chloë Grace Moretz and Zo Kravitz, all set against the electrifying, fast-paced cityscapes of New York City, Coach's first and continuous inspiration. COACH: A STORY OF NEW YORK COOL speaks to Coach's devoted clients and fashion, style, and cultural enthusiasts alike." FashionReporters.com About the Author Stuart Vevers is the creative director of Coach. Joel Dinerstein is the Clark Chair of American Civilization at Tulane University and the author of several books on the concepts of American "cool," race, film noir, and popular music.