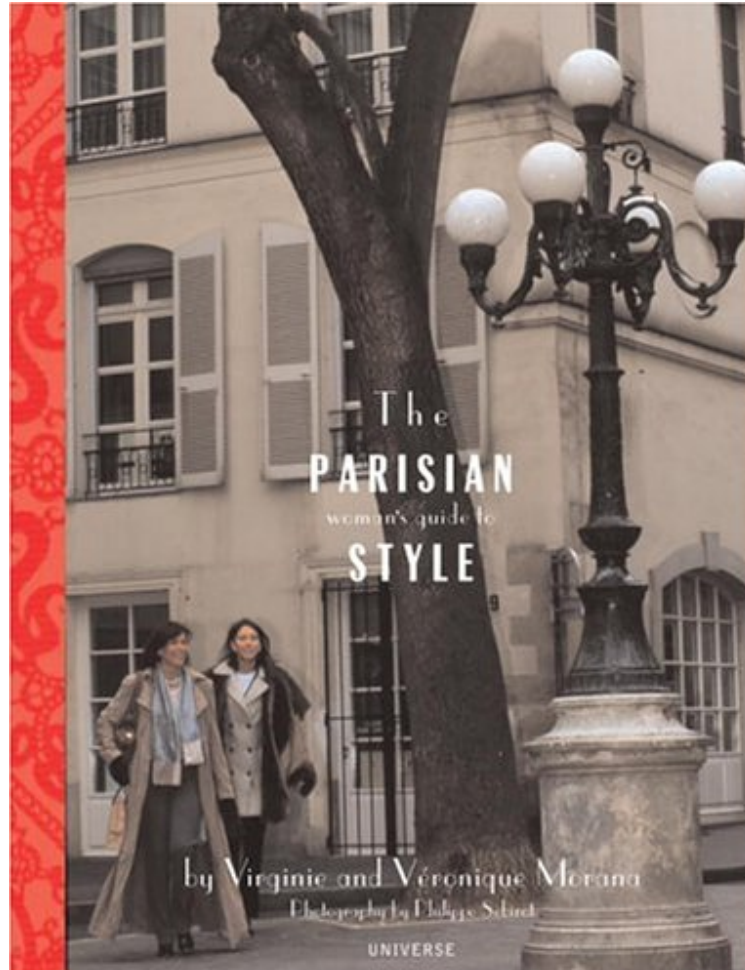


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## The Parisian Woman's Guide to Style

*Virginie Morana, Veronique Morana*  
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#1357834 in Books Universe 1999-10-29 1999-10-29 Original language: English PDF # 1 8.50 x .60 x 6.50l, .0 #File Name: 0789303728128 pages | File size: 28.Mb

**Virginie Morana, Veronique Morana : The Parisian Woman's Guide to Style** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Parisian Woman's Guide to Style:

27 of 27 people found the following review helpful. A correct descriptionBy A CustomerI am an American who has lived in Europe for over two decades and always wondered how in the world French women manage to look so fabulous most of the time - whether at work, home, or just grocery shopping. I have been making my own observations, but was never quite able to put my finger on what really makes the difference. Finally I came across this book and - voila! - with just a few words and pictures all the pieces of the puzzle fall in place. This book also clears away the myth that "French Fashion" is oppulent - it is exactly the opposite: simple lines, simple colors, simple styles. Its actually very moderate, which is what intimidates Americans when they visit Paris and find themselves overdressed or hopelessly underdressed. Anyway, I sent my sister a copy so that when she visits Paris with me what she has in her suitcase will let her "fit in" appropriately - which is what the Parisian Woman wants to do at all times.1 of 1 people

found the following review helpful. A good book for chic, elegant sophisticates. By Avid reader This is a book for women who want an elegant timeless chic look that is international not just Parisian. If you want to be timelessly chic, then this book is an excellent aid. If you want to be a fashionista, then this book will probably not be up-to-the-minute enough. I stumbled across this book long after it was first published. Even thirteen years after it was published I find this book very helpful. Any of the looks in this book can be worn today and look just fine. The authors say they were not focusing on the style of the *la branchee* (trendy) or *avant garde* (cutting edge) but of the *BCBG* (*bon chic bon genre*), the classically elegant French woman. *French Chic: How to Dress Like a Frenchwoman*, covers trendy and fashionable styles in more depth. The authors focus on the look that shows polish, urbane city sophistication. It is the style that can be seen on the streets of the Right Bank of Paris, Manhattan and Milan. And with a little imagination and country fabrics can look wonderful in a country atmosphere, too. The outfits are put together for the climate of Paris. Paris is on the same latitude as Seattle and Vancouver and has similar weather. Women in warmer climates may want to wear lighter fabrics, lighter colors and cooler styles. The authors are actual native Parisians, not people who visited or lived in Paris or France for a time. The authors wear their own clothes and outfits. You can see they are incredibly chic and not simply claim to be. The outfits worn by both mother and daughter highlight that this chic look is appropriate at any age. A young woman could adapt this style of dressing and look chic and elegant for the rest of her life. A mature woman would simply look fantastic. The book speaks to those who like a well-to-do look. It can be helpful for those who move in wealthy circles, work in upscale boutiques or have wealthy clients. The looks in this book use high quality clothing and accessories. Many high price designer items are featured. At the time the book was written, the authors owned a jewelry store in Paris. They of course wear the upscale jewelry that they sold. With classic styles and colors this style of dressing can be created in just about any price range. And the lessons taught can be used for many styles of dressing. As the book shows, the key is to buy classic pieces in neutral colors. The neutral colors are dark brown, steel gray, navy blue, sandy beige, khaki, deep bordeaux, ivory and white and of course black. Some chic elegant color combinations are navy and white or beige, brown and beige, white and beige, pink and gray, and black and white. Overall it is a good and helpful book. 0 of 0 people found the following review helpful. Wish the book was longer more in depth. By Newfangled It's a simple and quick read. I would describe it more as a picture book. Has a lot of history in it. Really wish they went more in-depth with each subject. Obviously it's a bit outdated, but it does have some stuff that still applies to today.

The women of Paris have always been recognized as the world leaders of a classic, sophisticated look, that certain *je ne sais quoi* which has held such mystique for style-conscious women around the world. Here two native Parisians demonstrate what it takes to achieve the look of *la petite parisienne*, from building a collection of chic, timeless pieces (what the Parisian woman looks for in color, line, etc.) to choosing accessories, jewelry, perfume, and more. In addition, the book provides complete listings of not-to-be-missed Parisian boutiques, plus an indispensable glossary of French fashion terms. At once a practical style guide and a charming homage to one of the most popular destinations in the world, this colorful volume reveals the elusive secrets of Parisian chic.

About the Author Virginie and Vronique Morana are the owners of Gioia, an elegant costume jewelry boutique located in Paris's well-heeled 16th arrondissement. Featured in such international fashion magazines as *Paris Capitale*, *L'Officiel*, and *Madame Figaro Japan*, the Moranas' boutique is heralded for its unique designs from notable costume jewelers around the world.