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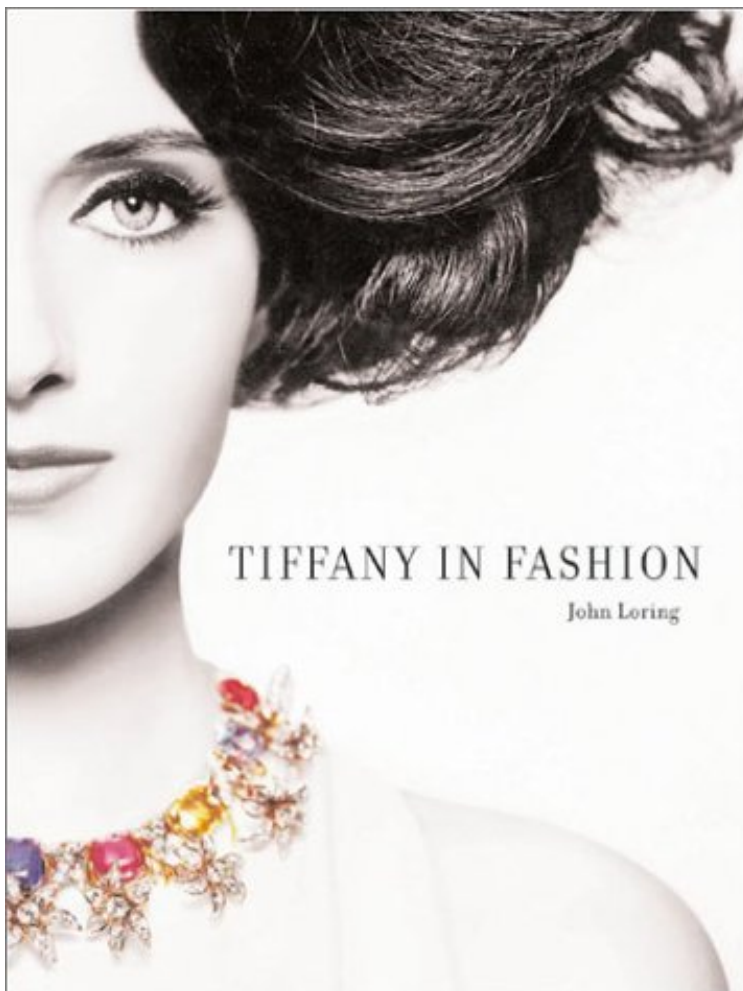
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1 of 1 people found the following review helpful. Another JewelBy CherezeeWhat a surprise when I saw the size of this book, very nice coffee table book. The colored pictures are very clear and large. Some of the different jewelry items were recognizable from movies, tv and magazine layouts.1 of 1 people found the following review helpful. Style and Substance...that is TiffanyBy SpriteI bought this for a friend that makes jewelry...good jewelry books are hard to find~ made it easy and affordable.0 of 0 people found the following review helpful. A beautiful coffee table bookBy AnnieOf all the John Loring books I own, I like this book least. The photography is gorgeous. Some of the famous people in the photos are easily recognizable but many are not. That is where I have a problem with the book. The text about each photo is in the back of the book. This requires constant flipping to understand who is in the picture and read about the jewelry. The narrative on each picture is fun because some are gossipy.I did enjoy the book but not enough to justify the cost. I'm sorry I bought it.

A collection of 250 glamorous images chronicle the simultaneous evolution of fashion photography and fine jewelry, featuring extraordinary photographs that range from Richard Avedon's portrait of Elizabeth Taylor bedecked in cultured pearls to Scavullo's photograph of Paloma Picasso wearing her own jewelry designs. 12,500 first printing.

From Publishers Weekly A century's worth of jewels are photographed on such enchanting models as Sofia Loren, Elizabeth Taylor and Brooke Shields in this sparkling display of 20th-century American glamour. The design director of Tiffany Co., Loring has authored several previous works featuring the company's jewels. In this latest volume, he traces the evolution of Tiffany's signature style through its illustrious jewelry designers. The lineup ranges from Louis Comfort Tiffany, whose 1930s jewelry had Art Deco flair, to the more modern looks of Elsa Peretti and Paloma Picasso. (One especially impressive image shows the jeweled buttons that Tiffany artisan Jean Schlumberger crafted for the famed surrealist fashion designer Elsa Schiaparelli; the buttons were so beautifully constructed that their purpose was completely obscured.) The book's occasionally grainy photographs feature the work of Richard Avedon, Herb Ritts, Horst and even Man Ray. But the most arresting photo comes from John Rawlings, whose image of a bejeweled model holding a placard with the words "Christmas 1940" appeared on the cover of *Vogue*. Its luxury is poignantly unconscious of the drab war years ahead. Most readers will find the important details about each photo ill-placed at the back of the book; back-and-forth flipping is necessary to determine where a photo was first published, who its fashion designer was, etc. Still, "The American Look," a breezy essay on the history of fashion by the recently deceased Eleanor Lambert, is in itself almost worth the price of admission. In it, the tremendously influential fashion maven reflects upon jewelry's transformation from a point of wealth to a point of style. Tiffany's jewels have always been among America's foremost objects of desire, and Loring's retrospective reveals why they have dominated fashion on the runway and beyond. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author John Loring, design director of Tiffany Co. since 1979, is the author of Abrams' *Tiffany Flora Fauna*, *Louis Comfort Tiffany at Tiffany Co.*, *Tiffany Jewels*, *Tiffany's 20th Century*, and nine other books on Tiffany style and entertaining. Prior to joining Tiffany, Loring served as the New York bureau chief of *Architectural Digest*. He is on the acquisitions committee of the Department of Prints and Illustrated Books at the Museum of Modern Art, New York. He lives in New York City. Renowned fashion publicist Eleanor Lambert was the first to represent American art and its artists as personalities. Her belief in fashion as an art form led to the recognition of many now-famous designers, including Claire McCardell, Adrian, Norman Norell, Bill Blass, Oscar de la Renta, Yves Saint Laurent, Pierre Cardin, and Valentino. She organized the semi-annual Fashion Press Week, forerunner of the centralized showings in Milan, Paris and New York. She also founded the Coty Awards (1943-1979) and The Council of Fashion Designers of America (CFDA) and received its Lifetime Achievement award in 1987 and 1993. American fashion designer James Galanos began showing his collections in New York in 1953. He is the recipient of the Coty and Neiman-Marcus design awards, among other honors.