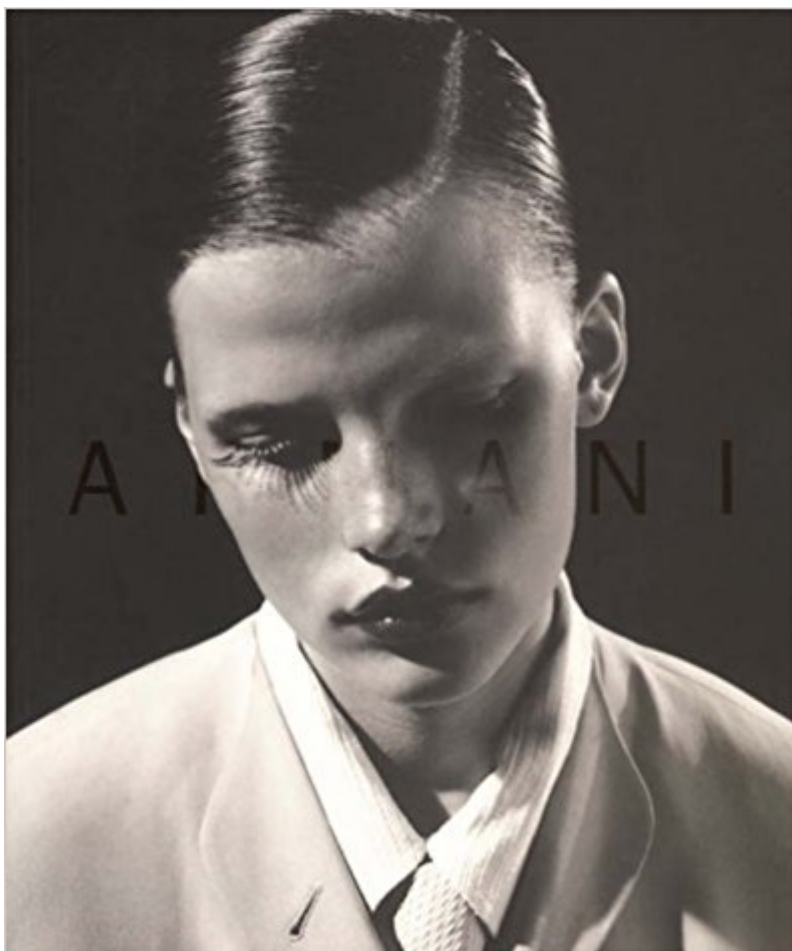


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# Giorgio Armani (Guggenheim Museum Publications)



## Synopsis

A Guggenheim Museum Publication Elegant and unprecedented, this lavish volume accompanies a major exhibition at the Solomon R. Guggenheim Museum, New York, exploring the life and work of the highly influential fashion designer Giorgio Armani. Armani has been universally credited with both radically changing the rules of contemporary fashion and, by removing excess ornament and translating traditional sportswear looks into business and evening wear, creating a timeless version of modern dress. A wealth of illustrations, including editorial and advertising shots and new, specially commissioned photographs, chart the evolution of Armani's designs from the earliest sketches to their carefully orchestrated presentation as finished work. Celebrated authors from the worlds of fashion, film, art, and design analyze the scope of Armani's achievement and his cultural and sociological impact on the ways both women and men dress today. In addition, personal photographs of Armani's houses and travels offer an intimate look at the man behind the fashion legend. GERMANO CELANT is senior curator of Contemporary Art at the Solomon R. Guggenheim Museum, New York. HAROLD KODA, formerly a curator at the Metropolitan Museum of Art and director of the Museum at the Fashion Institute of Technology, both in New York, is now an independent costume curator. PAOLA ANTONELLI is a curator at the Museum of Modern Art, New York. NATALIA ASPESI is an Italian fashion journalist. MARSHALL BLONSKY is a cultural critic and an adjunct professor at the Tisch School of the Arts, New York University. JAY COCKS is a screenwriter and former journalist. Patrick McCarthy is chairman and editorial director of Women's Wear Daily. SUZY MENKES is fashion editor of the International Herald Tribune. CAROLINE RENNOLDS MILBANK is a fashion historian and author. MARTIN SCORSESE is an award-winning film director. INGRID SISCHY is editor-in-chief of Interview magazine. 350 illustrations, 250 in full color, 10 x 12"

## Book Information

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## Customer Reviews

This is not a typical fashion tome. The authors have traced the historical influences of Mr. Armani as well as validly documenting his contribution to history (both in terms of fashion and in sociological influence). The photographs are well chosen and show the broad scope of his work. The detailed description accompanying the photographs of the actual museum exhibits are informative and succinct. One unfortunate choice was to include blurbs by celebrities. These comments offer nothing in the way of understanding Mr. Armani's work and are unnecessary. That minor annoyance withstanding, this volume is a valuable addition to any library.

Big book about a big and important design house. The thing that struck me first is the graphic beauty of the physical package itself and pictorial layout. The build quality is excellent; sewn not glued. The complaints about celebrity comments have no merit, when Armani's success is due initially to celebrity identification. Guggenheim did not try to define the personal style of each celebrity endorsement, but rather that they allowed Armani to dress them without any modification to his technique. If there is a knit cap or clunky oxford brogue or baggy-neck all buttoned-up shirt: leave it! Thus, any celebrity in Armani is the embodiment of that current campaign, which campaigns, in general, are all magnificent in the Armani Style: MODERN ITALIAN CHIC. I wanted this book (as a style manual) because I've taken great care to collect vintage Armani pieces to wear and cherish, and want the DNA to remain pure, as Armani since 2007 or so, seems too fixated on the "skinny suit," which almost directly contradicts Armani's style. At least for me. This book immortalizes the broad shouldered, slouchy/fitted clothes in exquisite fabrics that caught our eyes and minds in the first place. And who else but super modern Guggenheim to curate such immortal classics. Leave Dior Homme and Dolce & Gabbana's Martini-fit for super skinny cuts, and Armani for Imperial quality, luxurious fit, and sublime comfort. This book is a must have for every Armani aficionado or serious student of sartorial style. Any edition is acceptable, hardcover or paperback.

This is a really good huge thick book with lots of content for a newbie trying to understand why he is so acclaimed. There are lots of pictures and essays by different people both inside and outside the

fashion world. One complaint is there are a number of pages with thumbprint head and shoulders portraits of famous people which do not show the clothes at all. But I feel there are enough other pictures to compensate for this. Just the interview alone with Giorgio Armani makes the book worth it. Some of it seems like "fanclub" but it gives you a sense of the themes why people like him and his clothes so much. Some of the content can be found online, but this is more comprehensive and has it all in one place. Definitely worth it for six dollars.

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