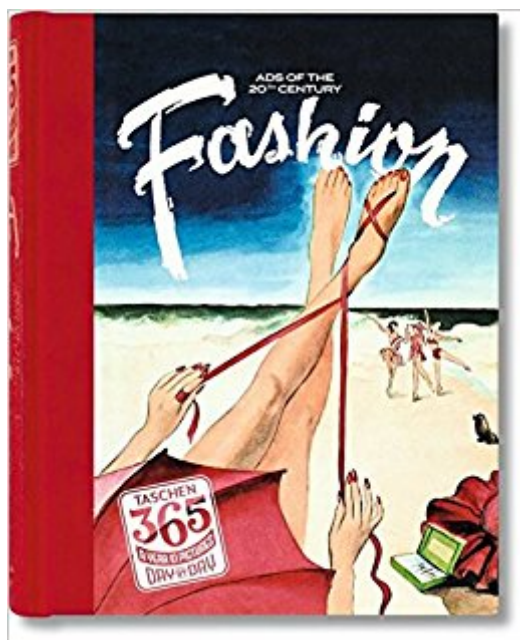


The book was found

# TASCHEN 365 Day-by-Day: Fashion Ads Of The 20th Century



## Synopsis

Start every day in style: A century's worth of chic. Best-dressed but busy? Keep on track of your schedule and your style with TASCHEN's 365 Day-By-Day Fashion, the calendar you can use year after year. Each day you'll enjoy an inspiring image and quote from 100 years of looks, trends and glamor, as well as that reassuring feeling of marking every day with the turn of a page. On special dates, you'll also learn the birthdays of fashion's most fabulous figures, bringing a little extra creative inspiration to your desktop. Text in English, French, and German

## Book Information

Series: Taschen 365 Day-By-Day

Hardcover: 736 pages

Publisher: Taschen; Mul edition (September 30, 2012)

Language: English

ISBN-10: 383653861X

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Product Dimensions: 7.1 x 2.2 x 8.9 inches

Shipping Weight: 4.4 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 9 customer reviews

Best Sellers Rank: #560,975 in Books (See Top 100 in Books) #117 in Books > Arts &

Photography > Graphic Design > Commercial > Advertising #198 in Books > Arts & Photography

> Photography & Video > Celebrities #279 in Books > Arts & Photography > Fashion > Fashion

Photography

## Customer Reviews

It arrived in perfect condition. The photos are beautiful and inspiring and the quality of the pages are great. Each page has an inspiring quote that comes with the day. I go through it every morning for a little energy boost. The only issue is that there are a few errors in the book. What's cool about this book is that it lists the birthdays of fashion icons for each day. What isn't cool is that I've already found two errors in the birthdays and I've only had it for a week (just to name a couple: Isabel Toledo and Grace Coddington were placed on the wrong dates.) So that was a huge bummer because there are probably more errors that I haven't found yet and I find that frustrating. But if you overlook some of the errors, it's a fine collection of vintage ads from the past that could help give you that inspiration boost each morning. It's really up to you whether you find the errors distracting or not.

I am far from a fashionista. I shop mostly at my local Good Will stores, I still enjoyed this page a day book. I may not be up on my designers but the vintage ads and crisp photography are equally compelling. The quotes from fashion notables are not really my cup of tea but even some of those are fun. Even I, a fashion bumpkin learned a lot simply by having this book around.

Cute Coffee table book collection of advertisements. I wish this book had more to offer in the way of informative articles or some sort of content pertaining to the brands and the times. This is strictly a collection of advertisements, there is no written commentary.

We had one of these in our room at an upscale hotel in Dallas, and thought it would make a great coffee table book. Regardless of your age, these ads will either bring back memories, or if nothing else educate you on the marketing approach of the times with very familiar products. I am not a "marketing" person, actually an Accountant, and if this impressed me, it should impress anyone !

Walk through the ads of the past some of which I still remember.

This is a nice book and provides some background into fashion ads through the years. I bought it to acquire more ideas for my visual projects with the goal of gaining at least 1 new idea. I achieved this goal. The book is not expensive and it is thick and also looks good in your art library. Comes with a built in red page marker also.

Book is packed with great reproductions of the ads in the day when thought and talent went into the making of this art form. I know, the "good old days" bit but so true. Not your usual book found on tables but irresistible to just peek then find yourself turning pages!

It was as I expected it, great!

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