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The Fashion Set: The Art of the Fashion Show

Federico Poletti, Georgia Cantarini

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This stunning coffee-table book is a celebration of the magic and majesty of the fashion show
High fashion remains the ultimate in modern luxury, but gone are the days of special previews of new collections in hushed rooms behind locked doors. In the last ten years, the fashion show has been utterly transformed, since innovators like Dries van Noten marched models down a glamorous banquet table and Lagerfeld trooped his Fendi collection along the Great Wall of China. Social networking and digital media have redefined the value of the fashion show and international brands are now throwing down the bespoke gauntlet to one another to produce stunning, theatrical events.

Today, the stages set for new collections are stunning works of art in themselves; museums bedecked with white orchids, rings of fire, Pop Art supermarkets, to allude to just a few. Featuring set design by the creative powerhouses that realize the vision of all the leading international fashion houses, this stunning coffee-table book is a celebration of the magic and majesty of the fashion show.

A must for lovers of fashion, theater, design and luxury.

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