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The much anticipated release of Sex and the City brought London to a frenzy last month. Fashionista after fashionista sandwiched between numerous celebrities turned up to see Carrie, Samantha, Miranda and Charlotte make their debut on the big screen. However the main object of the movie was not the cracking script or whether Carrie finally got Mr Big down the altar. The main contention of the film was what the characters - Carrie in particular - were wearing.

Fashion has always been important but over the last ten years designers such as Dolce & Gabbana, Versace, Valentino, Stella McCartney have become household names. Mentioned in books, films, and music videos we are justified to say that fashion is all around. Contemporary style magazine, ID has produced Fashion Now 2, which is a guide to the world's most important designers.

This stunning book contains beautiful photography, styling and images from the ID archives. It also features 160 global fashion labels from Adidas to Zac Posen that are all unique and iconic in their own way. It is not just all frills and fun though, serious issues such as cheap manufacturing labour, global distribution and branding, the fashion show system and the rise of the designer are all covered here. ✨