



Design

A History of Advertising (Taschen £24.99) by Stéphane Pincas and Marc Loiseau is an entertaining look at ads from 1842 to 2006. Sarah Bernhard's endorsement of Lowney's Chocolate Bombs in 1896 shows that the lure of the celebrity is nothing new, while Georgia O'Keeffe contributed to a painting to promote Dole pineapple juice in 1940.

Right: models wearing Dim tights strut their stuff