



SOUL i-D

tricia jones (taschen)

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Celebrating the decline of the U.S. economy, I packed into my friend's Range Rover and headed out on a ridiculous trip to Seattle to party and barter with the now-in-fear-of-losing-his-job shoe salesman at Nordstrom. Ironically, this is when I decided to read/review *Soul i-D*, an anthology of ideas regarding ethics, values, and love from connoisseurs of fashion and art – from Hussein Chalayan to Tracy Emin. With chapters such as: "Family Future Positive" and "Beyond Price", I did feel warm inside as I stepped into the gas station bathroom with a more positive attitude, until I flipped the page to find it was plugged with ads that seemingly were supposed to look like submissions on the topic. —*mila franovic*