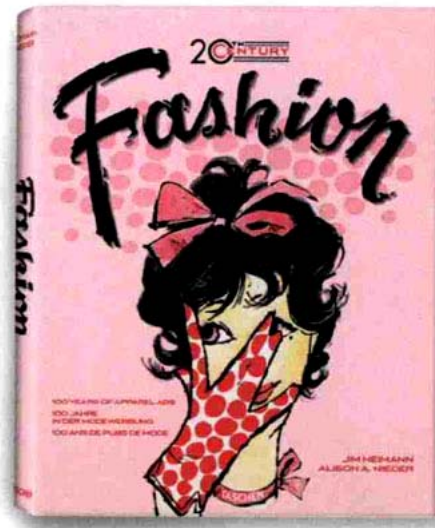


PAGES

 FASHION OF THE 20TH
 CENTURY: 100 YEARS
 OF APPAREL ADS

BY ALISON A. NIEDER



We're going to go out on a limb here: two of the most fickle aspects of our modern culture are fashion and advertising. Yes, while we know that's not a stunning revelation, we can still be fascinated by the constantly changing faces of these two worlds — especially when they cross paths. That idea is the basis of *Fashion of the 20th Century*, which features more than 500 fashion ads from 1900-1999. From the tight corsets that dominated at the turn of the century to the psychedelic influences in the 1960s to the trends that dominated the '90s, high-end brands such as Fendi defined a vision for their products (and, in a sense, of the time in which they were created).

According to the book's publisher, Taschen, the book is curated from the collection of Jim Heimann, a celebrated and detailed collector of ephemera. He has gathered this material for the past 30 years, and it has been featured in numerous museum exhibitions across the globe.

Try something on at www.taschen.com

by D.B. MITCHELL