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fashion of the twentieth century

From Brooke Shields posing in her Calvins to Anna Nicole Smith playing pin-up for Guess, advertisements are often more memorable than the actual items they're hawking.

This art of brand-plugging is the focus of *Fashion of the Twentieth Century* (Taschen). The book follows the development of both the fashion and advertising industries, revealing how inextricably linked they are. According to author Alison A. Nieder: "[Fashion] was developing into the sophisticated industry it is today, just as advertising was becoming a much more sophisticated industry. They parallel each other."

In *Fashion*, illustrated ads showcasing restrictive corsets and hosiery (circa 1910) give way to photographs of a Dior-

clad woman shooting a gun ('77), spreads of a group more diverse than the Jolie-Pitt clan smiling in their Benetton sweaters ('84), and a naked Kate Moss wrapped around a male model wearing Calvin Klein undies ('94). Despite all that has changed, Nieder doesn't think that fashion advertising is much different in 2009 than it was in 1909. "It's still trying to tell you how to be smarter, more interesting, and more beautiful," she says. "And that will always remain the same."

REBECCA WILLA DAVIS

