

# MUST READ

There's a reason their name rhymes with fashion. Art publisher Taschen has done it again, weighing in this season with another deliciously chunky yet affordable coffee-table book that every style and design aficionado has to have. The entertaining retrospective represented in *20th Century Fashion: 100 Years of Apparel Ads* shows the evolution of fashion and design through the progression of ads. It runs the gamut from House of Worth's fussy crinolines to liberating perma-press Orlon knits. The 400 quirky advertisements were selected

from editor (and graphic design historian) Jim Heimann's vast collection. Think of it as a peek at future plot twists on *Mad Men*.

Nathalie Atkinson,  
*Weekend Post*

