

NON-FICTION SECTION**BEST ON THE SHELF**

20TH CENTURY FASHION BY JIM HEIMANN & ALISON NIEDER (Taschen-\$39.99US) 462 pages

Once again Taschen, presents the ultimate historical guide to fashion, with a book chronicling a century of apparel ads. Decade by decade we get to view the ads of the day, and the clothing styles and companies who were part of the American fashion landscape.

Vintage ads for corsets and silk stockings, were part of the well-dressed ladies' wardrobe. Men looked dapper in their top hats and tailored suits. There are some companies from the earlier parts of the 1900's that are still around today. They include Arrow Shirts and Buster Brown shoes.

The book is like reliving fashion history, as conservative styles gave way to the anything goes 1960's with mini-skirts, Maidenform bras, and relaxed styles. There are ads with celebrities such as Sammy Davis Jr., O.J. Simpson in his Dingo boots, and Kim Basinger, wearing her GAP styles.

This is an important book, in that it shows where we have come from, and in the 100 years that the book covers, right up to 1999, it shows the great choices in fashion, and of course the fashion mistakes that have come to haunt designers. In the old song, a glimpse of stocking was shocking, but as fashion fast-forwarded, we got to see a lot of styles, where shocking was certainly not even the right word.

20TH CENTURY FASHION is a fashion-conscious edition, a wonderfully nostalgic read for those who might not have been around when some styles first emerged, but can view them all here, the ads of yesteryear, along with timelines of styles, that rocked and shocked the fashion world. **RATING: 5 BOOKMARKS**
