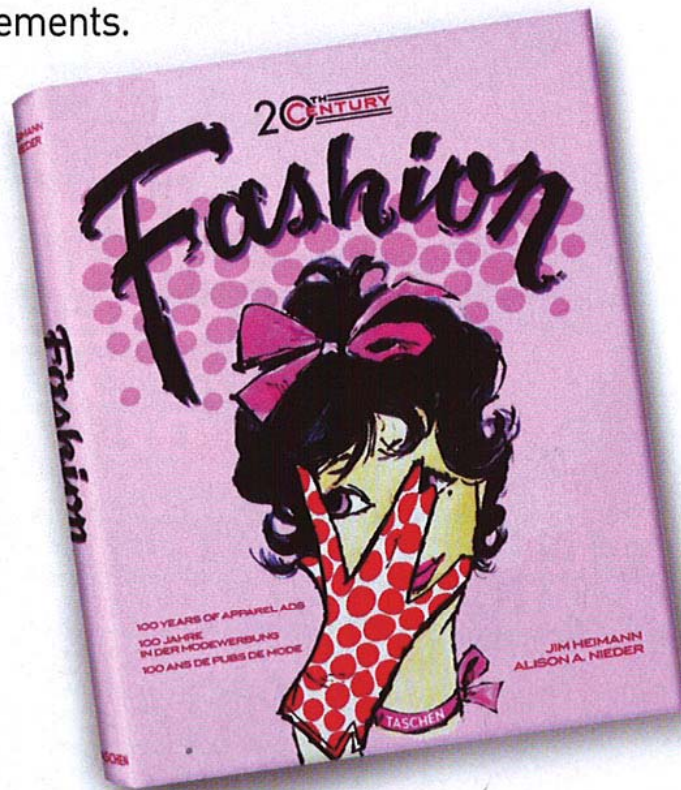


Advertorial alert!

Our coffee table book of choice this month is "20th Century Fashion" which takes the novel approach of recounting the history of last century's fashion trends purely through clothing advertisements.



Beginning in 1900 with a rush of ads for corsets and Louis XIV heels and taking us right up to the 1990s with young people lounging around saunas in their Calvin Klein underwear this is a comprehensive overview of 20th fashion as told through magazine advertisements. It's a weighty volume with many of the ads taking up full pages so we can appreciate them in all their glory; from the flappers of the 20s (garter belts and "real silk hosiery", with art nouveau stylings), through Dior's New Look in the 40s (a lot of nipped-in waists) and "bare as you dare" lingerie in the 50s ("don't give these to your mother - if she's over 25"). It's not all women's clobber either: blokes get a look in too but they're usually looking suave in hats or y-fronts... RM

20th Century Fashion, Taschen, £27.99