

BOOKSHELF

A PASSION FOR FASHION

The latest titles on historic costume and contemporary fashion hot off the press...



you're all wet...

but your hairdo isn't!

You're the belle of the beach! Sava-Wave inner rim in Kleinert's fashion swim caps "seals out" water, keeps your hair dry and beautiful. Ondine (shown) hugs head in a cascade of face-flattering petals. New ombre color effect in pink, green, blue, gold, black and orange.

Price: \$6. Other Sava-Wave caps from \$1.25.
Who would have thought of it but Kleinert's.
Kleinert's
SWIM CAPS

Reprinted from Kleinert's, 1942

31

20th Century Fashion 100 Years of Apparel Ads

by Jim Heimann

Taschen £27.99

Using imagery culled from a century of advertising, this book documents the unrelenting pace of fashion as a mirror of popular culture decade by decade. The author details the style-makers and trend-setters (mostly couture), and cringe-makers (mostly mass market but how we loved them), as well as how historic events, films, magazines, and celebrities shaped the way we dressed then and now. An unrepentant and wonderfully indulgent trip down fashion's own memory lane.

