

FASHION

Fabulous Retro Style
Puts You in the Mood

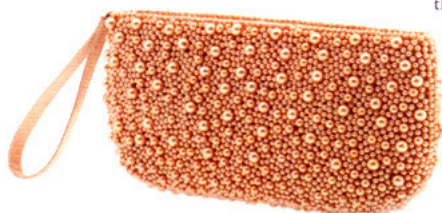
Let's Go Mad!

 by LEO SIPRAS

Mad Men debuted in July 2007 and has gone on to win four consecutive Emmy® Awards for Outstanding Drama Series (2008, 2009, 2010, 2011), a first for a cable series, three consecutive Golden Globe® Awards for Best Television Series-Drama, and a Peabody award, among other accolades. The series has gained unprecedented recognition and has been hailed as one of the most critically acclaimed TV shows ever. The *New York Post* and The *New York Times* hailed the show a cultural phenomenon. The show has also been on the forefront of a retro fashion revival that has taken over the fashion world.

In response to consumer demand following the strong debut of the Banana Republic *Mad Men* collection in August 2011, the Banana Republic *Mad Men* spring capsule has returned for spring, offering fans a fresh twist on the 1960's era polish and panache, with inspiration from country club scenes featured in the series. This encore installment launches exclusively at Banana Republic North America retail locations and bananarepublic.com.

Designed by Banana Republic in collaboration with Emmy® Award-winning *Mad Men* Costume Designer Janie Bryant, the collection features more than 40 pieces of apparel and jewelry for men and women and embodies the style tenets of the time, including polished sportswear and chic essentials. The Banana Republic *Mad Men* collection offers a fresh twist of stylish modernity to the *Mad Men* aesthetic. The menswear collection features dapper dressing separates, including bright polos, bold checked woven shirts, argyle vests, and a sporty spring-weight navy blazer, sharp for the board room or the club lounge. The women's collection offers ladylike pieces in brights and bolds, like sophisticated dresses in graphic florals and solids, including a cap-sleeve dress with reversible waist sash in lush cream and a cheery pink nip-waist dress, cardigans and feminine lace shell blouses and chic coral cropped capris. Accents of versatile statement jewelry accessorize the looks perfectly from desk to dinner.



Mid-Century Ads: Advertising from the Mad Men Era
Jim Heimann, Steven Heller
2 vols. in slipcase
9.4 x 13.2 in., 720 pages
\$59.99

Mid-Century Ads: Advertising from the Mad Men Era

Gleaned from thousands of images, this companion set of books offers the best of American print advertising in the age of the "Big Idea." At the height of American consumerism, magazines were flooded with clever campaigns selling everything from girdles to guns. These optimistic indicators paint a fascinating picture of the colorful capitalism that dominated the spirit of the 1950s and 60s, as concerns about the Cold War gave way to the carefree booze-and-cigarettes *Mad Men* era. Also included is a wide range of significant advertising campaigns from both eras, giving insight into the zeitgeist of the period. Bursting with fresh, crisp colors, these ads have been digitally mastered to look as bright and new as the day they first hit newsstands.

taschen.com



Advertising & Lifestyle: Continued Culture in mid-century America
MARTINI ROSSO