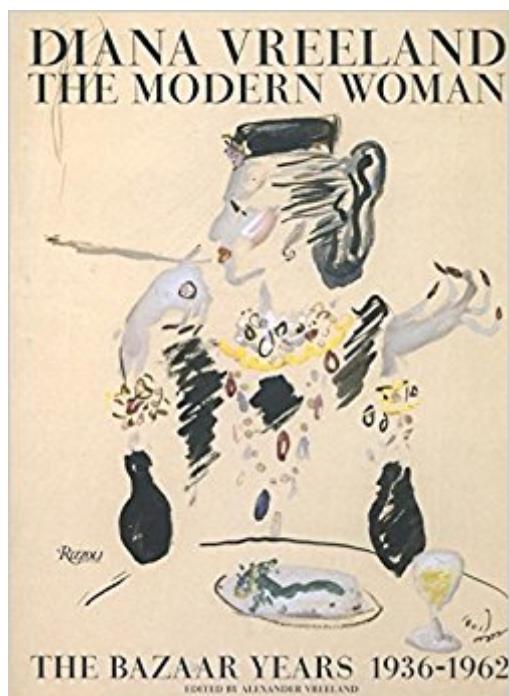


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# Diana Vreeland: The Modern Woman: The Bazaar Years, 1936-1962



## Synopsis

The first Vreeland book to focus on her three decades at Harperâ™s Bazaar, where the legendary editor honed her singular take on fashion. In 1936, Harperâ™s Bazaar editor in chief Carmel Snow made a decision that changed fashion forever when she invited a stylish London transplant named Diana Vreeland to join her magazine. Vreeland created âœWhy Donâ™t You?â• "an illustrated column of irreverent advice for chic living. Soon she was named the magazineâ™s fashion editorâ "a position that Richard Avedon later famously credited Vreeland with inventing. The troika of Snow, legendary art director Alexey Brodovitch, and Vreeland formed a creative collaboration that continued Harperâ™s Bazaarâ™s dominance as Americaâ™s leading fashion magazine. As World War II changed womenâ™s role in society, Vreelandâ™s love for fashion and endless imagination provided exciting, modern imagery for this new paradigm. This book covers Vreelandâ™s three-decade tenure at Bazaar, revealing how Vreeland reshaped the role of the fashion editor by introducing styling, creative direction, and visual storytelling. Her innovative perspective and creative working relationships with photographers such as Richard Avedon, Cecil Beaton, Louise Dahl-Wolfe, Lillian Bassman, and Hoyningen-Huene brought the American woman into a modern world. Through more than 300 images from the magazine, this book shows how Vreelandâ™s work not only influenced her readership, but also forged the path for modern fashion storytelling that endures today.

## Book Information

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## Customer Reviews

"Featuring every magazine cover under her direction, the book also presents a selection of editorial

features that best illustrate her visionary perspective and creative collaborations with industry veterans."-BlouinArtinfoBlogs.com "Dive into the three decades Diana Vreeland spent at Harper's BazaarÂ and marvel at her matchless expertise and distinct view within the fashion industry."Â -THE SOCIETY DIARIESÂ "If you've ever wanted to peer into the mindset of a creative visionary at the helm of a major publication, this book offers just that. Featuring every issue of Harpers BazaarÂ under her keen eye, this lovely book gives us a closer look at Vreeland's influence over the magazine and a visual history of her celebrated editorial eye."Â -LIFE IN A VENTI CUP BLOG "What raises [Diana Vreeland: Modern Woman] above the rest is that it replicates the actual pages laid out by Vreeland, as seen in Harperâ™s each month from the â^30s to the â^60s. They elevate the book to the level of visual primer: a â^how toâ™ for stylists, photographers, models and, above all, art directors. . .Â As this book shows, Vreeland knew more about the value of white space and the pithy epithet than any other editor of her time."-THE BUSINESS OF FASHION "This is a must have, must read, must see book that can only delight those who revel in fashion. Alexander Vreeland reminds us all that his grandmother was indeed the high priestess of fashion. Thank you for this great souvenir and recollection of just how astoundingly and fashionably brilliant she was!"-THE NEW YORK JOURNAL OF BOOKSÂ

Alexander Vreeland is the grandson of Diana Vreeland and the president of Diana Vreeland Parfums and the Diana Vreeland Estate. He is the author of Diana Vreeland Memos: The Vogue Years.

There is not much text in this book, but a picture is worth a thousand words, and Diana Vreeland's images are worth even more. There are many reproductions of magazine pages where you can read the original text, and it is quite a kick (wow, how times have changed!). When I first opened the book I was a little disappointed because a great deal of the images are in black and white and rather dull in hue... however once you really look at how amazing the photographs are (especially for their time) it is quite impressive. The color photos and covers are gorgeous - so creative and well composed. THAT is why I am giving this 5 stars. The creativity and design back then blows today's magazine covers out of the water. Frankly, I am glad the kept the book's text to a minimum... this is about what Diana Vreeland did best: Communicate through images.

Quel disappointment! Like another reviewer has said, this is a book of reprints old Harper's Bazaar pages with but one page of commentary by Alexander Vreeland. If you know nothing about Diana

Vreeland, you will still know nothing. If you are a Vreeland fan, you will look at this once and then use it to press flowers (it's an oversize and heavy coffee table tome). Far better is "The Eye Has to Travel", written by his wife.

Visually stunning!! This book is beautiful. I highly recommend for any lovers of fashion, vintage magazines and of course, Diana Vreeland. Truly wonderful.

A beautiful book - a perfect companion to "The Eye has to Travel". These books are for anyone who loves fashion and originality (a very rare thing today).

Sublime.....

I was excited for this book, however, I would advise you to save your money. There have been many books written about Diana Vreeland and this is probably the least informative. The entire book just consists of pics of various Bazaar photo shoots throughout Diana's tenure there. That's it. It's literally just copies of pages from Harper's Bazaar. No commentary, nothing. Save your money, this book is a waste of time.

I read a negative review of this book before I purchased it. The person who complained did not like the fact that it was mostly reproductions of the actual pages of Harper's Bazaar. That was the reason I bought the book and it is fantastic. Much easier than trying to track down old original copies of the magazines. Long live Diana Vreeland!

Fantastic visual record of the photography and graphic design that was produced under Vreeland's tenure at Harpers Bazaar. Fantastic reference book for editors, photographers and any lover of fashion and magazine design.

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