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# Fashion Lives: Fashion Icons With Fern Mallis



## Synopsis

This revealing volume provides unprecedented access to master designers and industry leaders. No topic is off-limits to Fern Mallis, award-winning creator of Fashion Week in New York, when she hosts Fashion Icons with Fern Mallis at New York's prestigious 92nd Street Y, a series of in-depth interviews with the fashion industry's most talented, successful, and legendary personalities. Featuring nineteen inspiring interviews with American fashion luminaries, this engaging book introduces readers to the real artists behind these very public figures. These no-holds-barred interviews, combined with never-before-seen personal photographs from interviewees such as Tom Ford, Marc Jacobs, Calvin Klein, Donna Karan, Michael Kors, Tommy Hilfiger, Betsey Johnson, Polly Mellen, Bruce Weber, and more bring a fascinating, compelling perspective to their work. Profound, funny, and provocative, the discussions range from childhood inspirations to nitty-gritty industry details to advice on how to succeed in the fashion business today. Mallis's Q&A format combines the intimate approach of a tête-à-tête with the dynamics of a live audience, sparking candid and inspiring conversations. With Mallis, fashion luminaries drop their public personas and provide a window into the inner workings and culture of the fashion industry.

## Book Information

Hardcover: 448 pages

Publisher: Rizzoli (April 14, 2015)

Language: English

ISBN-10: 0847844803

ISBN-13: 978-0847844807

Product Dimensions: 9.4 x 1.5 x 12.4 inches

Shipping Weight: 5.3 pounds (View shipping rates and policies)

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## Customer Reviews

• *Fashion Lives* • is big as a MacBook and heavy as a small barbell, but if you like to read about fashion, you'll find it as light as an airport page-turner. Dish? Honey, the dish does not quit. Emotion? Hey, this is fashion, not physics. Intelligence, compassion, ideas? Yes, in quantity, and not so much because the 19 designers, photographers and editors interviewed here are so verbal

but because the interviewer is so haimish and well prepared that her guests nearly forget theyâ™re onstage at the 92nd Street YHMA. All praise, therefore, to Fern Mallis, who invented this series and got almost everyone she asked to participate. But schmoozing the talent is the least of it. Doing your homework and getting guests who are usually guarded by a wall of publicists to say more than they may have intended â™ thatâ™s the trick.âœ There are no impertinent questions, only impertinent answers,â • Oscar Wilde said. Few interviewers today agree; they trade relevance for access. Fern Mallis uses her access to get great anecdotes, and then she slips in a few pointed questions. She gets answers because everyone knows her story â™ sheâ™s been fashionâ™s champion for decades. In brief: Mallis was the Executive Director of the Council of Fashion Designers of America from 1991 to 2001. She created Fashion Week, which generated a fortune for the city, before moving on to IMG Fashion and her own fashion and design consultancy. Why no reality TV show? Producers found her âœtoo nice.â • But in this format, a friend talking to a friend yields gems. Among the many anecdotes I marked: Norma Kamali, in the early â™60s, worked for an airline and got to fly to London for \$29 round trip, and what she saw in London gave her the courage to lease a shop on East 53rd Street â™ for \$285 a month.

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