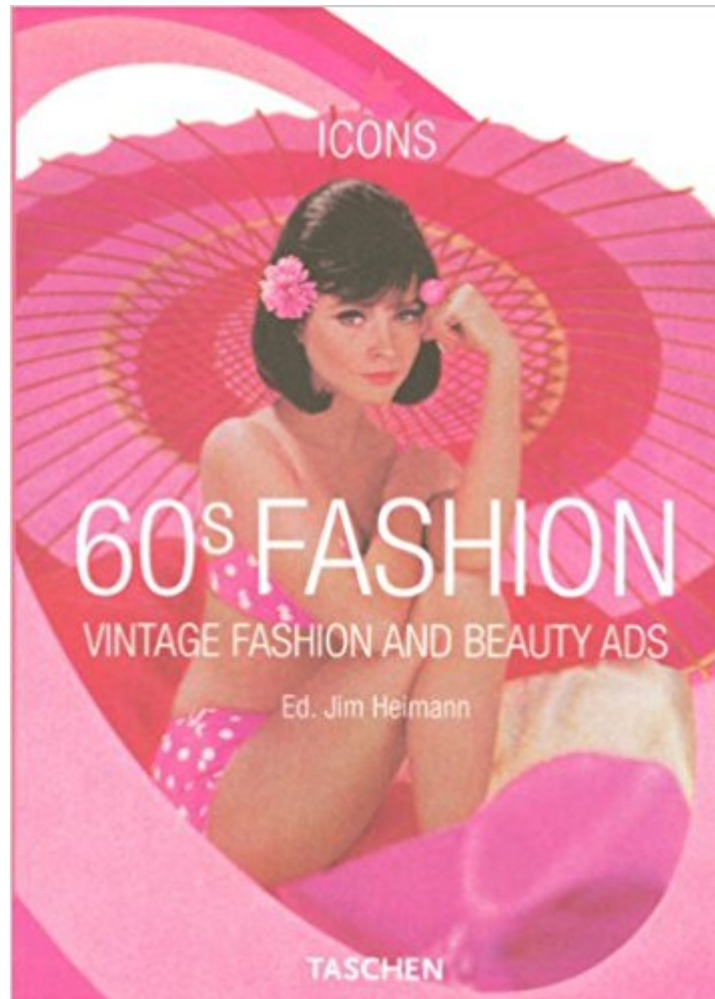


The book was found

60s Fashion: Vintage Fashion And Beauty Ads (Taschen Icon Series)



Synopsis

This compendium of clothing advertisements brings back the most prevalent looks from the Swinging Sixties. The ubiquitous miniskirt is here in all its glory, along with mod fashions, Gidget/Beach Boys surfer looks, Correges space age clothing and such iconic items as the Rudi Gernreich topless bathing suit and Yves Saint-Laurent's Mondrian dress.

Book Information

Series: Taschen Icon Series

Paperback: 172 pages

Publisher: Taschen (January 1, 2007)

Language: English

ISBN-10: 3822849359

ISBN-13: 978-3822849354

Product Dimensions: 5.8 x 0.5 x 7.9 inches

Shipping Weight: 13.4 ounces

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #666,783 in Books (See Top 100 in Books) #129 in [Books > Arts & Photography > Graphic Design > Commercial > Advertising](#) #573 in [Books > Arts & Photography > Fashion > History](#) #680 in [Books > Arts & Photography > Decorative Arts & Design > Textile & Costume](#)

Customer Reviews

Except for a few pages in front giving a brief overview of the era, this book is full of bright, gorgeous ads from the 60s with no additional text. Mostly makeup, hair care, and other products for women, but with a decent amount of men's and children's ads as well. It was amazing to see all the models who don't look like they were sculpted out of plastic (wrinkles! stray hairs! thick, clumped on mascara!) who still managed to look fabulous. And going through the ads and counting the companies that are still around today was fun. Some of the ads are just odd- Pond's Angel Face, tint your face to match your fashions! Centaur Cologne, massage it into your loins! The best thing about this book was sharing it with older relatives and coworkers- they all LOVED it. It would be an excellent gift for a woman who remembers the 60s. I'm buying the one featuring ads from the 70s next, and hoping for a future book with ads from the 80s. My only complaint is that the binding is coming loose after quite a bit of handling.

The 60S FASHION:VINTAGE FASHION AND BEAUTY ADS book is a fascinating time capsule of ads from the groovy 60s!Although the book is much smaller than I expected, measuring about 5.75" X 8", it's B-I-G on color pictures.A brief introduction by Laura Schooling written in English, German and French provide the background info on the times that "were a changing" explaining the youth revolution, rock music, and political upheaval that all lent to the influence of products that follow.You get to see and read the display copy of many products like Wrangler, Revlon, Ray-Ban, Old Spice, Clairol, Coppertone, and Sears--which are all still around today BTW--among others. I got a big kick out of reading some of the ad copy although some of it comes off as sexist, but it's all in good fun.I recommend this book to anyone going into advertising or fashion design or to those who enjoy kitschy pop art. Also to those like me who enjoy reading catalog ads. Great FUN!!!

As much as I love Taschen Icons books, this didn't quite live up to my expectations. The focus IS primarily on hair and makeup, and I feel like it doesn't really give a comprehension overview of the fashions themselves. In fact, a lot of the advertisements didn't even show clothes, just headshots or undergarments/swimsuits. I did enjoy seeing the hairstyles, but I wish the adverts had been more carefully selected.

I love this book! It's a great review of the culture of the 60's from the early portion of the decade which still had influences of the 50's to the mod and psychedelic fashions and fads of the latter end of the decade.

This was a book I have been looking for, and now that I have it, it's just like I wanted. This book has wonderful examples of 60s ads, from the early to the late 60s. A perfect edition for history and/or ad buffs.

I had higher expectations for this. It is more or less a collection of magazine ads from the 1960s. The quality of the pictures and ads are often very poor. Scissors and a scrap book could get you the same thing. It was really cheap, so I feel bad bashing it too hard, but it is nothing I would put anywhere near the coffee table. I did enjoy looking at the old ads, but there is nothing very special about the book.

another stylish book filled with design ideas that are always helpful to a designers attentive eye to trends and directions in the everchanging face of fashion and mode.

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