The book was found

Hijacking The Runway: How Celebrities Are Stealing The Spotlight From Fashion Designers





Synopsis

Hollywood stars have always furthered fashion's cause of seducing the masses into buying designers' clothes by acting as living billboards. Now, red carpet celebrities are no longer content to just advertise and are putting their names on labels that reflect the image they - or their stylists - created. Jessica Simpson, Jennifer Lopez, Sarah Jessica Parker, Sean Combs, and a host of pop, sports, and reality-show stars of the moment are leveraging the power of their celebrity to become the face of their own fashion brands. And a few celebrities - like the Olsen Twins and Victoria Beckham - have gone all the way and reinvented themselves as bona fide designers. Teri Agins charts this strange new terrain with wit and insight and an insider's access to the fascinating struggles of the bold-type names and their jealousies, insecurities, and triumphs.

Book Information

Audible Audio Edition Listening Length: 7 hours and 57 minutes Program Type: Audiobook Version: Unabridged Publisher: HighBridge, a division of Recorded Books Audible.com Release Date: October 9, 2014 Whispersync for Voice: Ready Language: English ASIN: B00NI3ZG1Y Best Sellers Rank: #64 in Books > Audible Audiobooks > Arts & Entertainment > Design #279 in Books > Business & Money > Industries > Fashion & Textile #339 in Books > Arts & Photography > Fashion > Designers

Customer Reviews

Whether it's exposing the origin and inner workings of such elusive brands as Antonio Melani and The Row, unearthing the minutiae of licensing agreements that front Hollywood stars as either creative masters or alluring muses, or simply lifting the veil of perception that too often shrouds reality, renowned Wall Street Journal fashion reporter and columnist Teri Agins serves up a thorough assessment of the industry in her second book, "Hijacking the Runway: How Celebrities Are Stealing the Spotlight from Fashion Designers" (Gotham Books, 2014). The resulting narrative, jarringly at variance with what celebrity publicists and their clients would want the consuming masses to believe, plays out sumptuously before the reader's eyes. Classic case studies of celebrity-designer transitions gone tragically awry (Kanye stalking Rucci, Lohan tainting Ungaro, RHWOA Sheree channeling a designer version of her own self), offer moments of scintillating comic escapism. Without the slightest tug of guilt or inhibition, we are compelled to follow Agins wherever she takes us; not in spite of the palpable foreboding the author creates (a train wreck is about to happen, oh no!), but precisely because of it (a train wreck is about to happen, oh my...).In the aggregate, however, not every entertainer designer comes across as honorary member of the Theater of the Absurd. Jessica Simpson, the Olsen twins, Victoria Beckham...each trumps establishment expectations by mastering business fundamentals and making strategically sound decisions from the outset of their ever expanding apparel ventures.And this is perhaps where the author's own credentials at the Journal, covering the business of fashion over two decades, are most relevant and distinct.

Download to continue reading...

Hijacking the Runway: How Celebrities Are Stealing the Spotlight from Fashion Designers Spotlight (On the Runway) Spotlight on Mexico (Spotlight on My Country) Spotlight on Brazil (Spotlight on My Country) Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Behind the Runway: Backstage Access to Fashion's Biggest Shows When Broadway Was the Runway: Theater, Fashion, and American Culture Fashion Design Course: Principles, Practice, and Techniques: A Practical Guide for Aspiring Fashion Designers Fashion Drawing, Second Edition: Illustration Techniques for Fashion Designers Illicit: How Smugglers, Traffickers, and Copycats are Hijacking the Global Economy Predator Nation: Corporate Criminals, Political Corruption, and the Hijacking of America Glow Kids: How Screen Addiction Is Hijacking Our Kids-and How to Break the Trance The Battle of Versailles: The Night American Fashion Stumbled into the Spotlight and Made History Society of Publication Designers: 34th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 34) Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students Runway Ciao (On the Runway) Premiere (On the Runway) Rendezvous (On the Runway)

<u>Dmca</u>