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Alison A. Nieder

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About the Author Alison A. Nieder has worked in fashion since 1985, in retail, apparel production, and as a fashion business journalist. She is executive editor of California Apparel News, a fashion trade publication covering the West

Coast apparel and textile industries. Cultural anthropologist and graphic design historian Jim Heimann is Executive Editor for TASCHEN America, and author of numerous books on architecture, pop culture, and the history of the West Coast, Los Angeles, and Hollywood. His unrivaled private collection of ephemera has been featured in museum exhibitions around the world and in dozens of books.