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Viviane Sassen: In and Out of Fashion

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Charlotte Cotton, Nanda Van Den Berg : Viviane Sassen: In and Out of Fashion before purchasing it in order to gauge whether or not it would be worth my time, and all praised Viviane Sassen: In and Out of Fashion:

0 of 0 people found the following review helpful. Hats off, a GeniusBy martin fritterAn anthology of her alt-fashion photography intended to accompany a traveling museum retrospective - page after page of astounding images full of life and passion and humor, mystery and sheer beauty. Excellent color reproductions of what appear to be very straightforward photographs. I'm a little worried about the binding which makes a kind of cracking noise when the book is opened. Haven't read the end notes. 0 of 0 people found the following review helpful. Five StarsBy DmsrGreat0 of 0 people found the following review helpful. Fashion in a new wayBy Johan BrinkViviane Sassen playing with angles, lines, forms and she does it in an absolute stunning way, add shadows and colors and you get fashion photography on the edge.

Following the success of *Parasomnia*, this major new book focuses on the fashion photography of Viviane Sassen.

Bringing together 17 years of work in the fashion world, this eye-catching volume features selections from Sassen's award winning series and campaigns for Stella McCartney, Adidas, Carven, Bergdorf Goodman, MiuMiu, and M Missoni, along with editorials for magazines such as the New York Times Magazine, i-D, Numro, Purple, AnOther Magazine, Dazed Confused, Fantastic Man, and POP. Sassen's intuitive and imaginative style can be flamboyant, contemplative, erotic, and surreal, often simultaneously. This volume includes essays that offer a context for Sassen's work in the history of fashion photography as well as a bibliography of nearly all of her fashion series. The book will be a delight for Sassen's many fans and those eager for inspiration or beautiful escape.

"The work is alive, fearless, visionary The book is energeticthe pages almost seem to turn themselves, and you get the feeling that Sassen's ideas never stop."Feature Shoot"Each page of the book is full of fresh and innovative editorials as well as essays that offer an insight into [Sassen's] work in fashion."Highsnobiety"Viviane Sassen's new book has already become a great source of inspiration for fashion photography fans all over the world. In and Out of Fashion brings together 17 years of award-winning photography."HighsnobietyFrom the Inside FlapFollowing the success of Parasomnia, this major new book focuses on the fashion photography of Viviane Sassen. This volume includes essays that offer a context for Sassen's work in the history of fashion photography as well as a bibliography of nearly all of her fashion series. The book will be a delight for Sassen's many fans and those eager for inspiration or beautiful escape.About the AuthorVIVIANE SASSEN, a winner of the ICP's prestigious Infinity award, has created campaigns for MiuMiu, Adidas, Stella McCartney, Diesel, Levi's, Louis Vuitton, M Missoni, Carven, and Vitra. Her work has been published in Parasomnia (Prestel).