

V&A

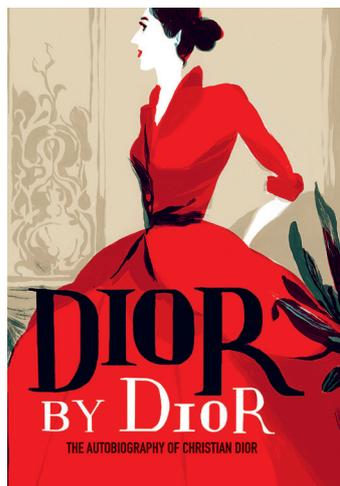
Fashion Perspectives Press Release

Selected by V&A Publishing in consultation with the Victoria and Albert Museum's world-leading fashion curatorial team, V&A Fashion Perspectives offer an access all areas pass to the glamorous world of fashion.

The V&A is proud to present autobiographies by four of the twentieth century's most inspirational fashion designers:

Elsa Schiaparelli, Barbara Hulanicki, Christian Dior and Mary Quant with new cover artwork by Beatriz Lostalé, V&A student Illustrator of the Year, 2017 depicting ensembles from the V&A's own fashion archive.

Fabulously entertaining in their own right, the books also serve as an important fashion history – invaluable for students, researchers and all lovers of fashion.



Dior by Dior: The Autobiography of Christian Dior
ISBN 9781851779789 / £9.99
Published August 8 2018

Christian Dior (1905–1957) rocketed to fame with his first collection in 1947 when the “New Look” took the world by storm. This charming and modest autobiography gives a fascinating and detailed insight into the workings of a great fashion house, while revealing the private man behind the high-profile establishment. It is also a unique portrait of classic Paris haute couture of the 1950s and offers a rare glimpse behind the scenes. Dior details his childhood in Granville, the family and friends closest to him, his most difficult years and sudden success, as well as his sources of inspiration and creative processes.



Shocking Life: The Autobiography of Elsa Schiaparelli
ISBN 9781851779598 / £9.99
Published August 8 2018

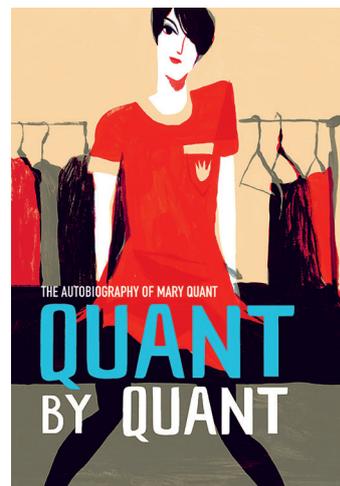
Elsa Schiaparelli (1890–1973) was one of the leading fashion designers of the 1920s and 1930s with a flair for the unusual. The first to use shoulder pads, animal print and the inventor of shocking pink, Schiaparelli collaborated with artists including Jean Cocteau, Alberto Giacometti and Salvador Dali, to create extraordinary garments such as the Dali Lobster Dress.

Schiaparelli had an affluent clientele, from Katherine Hepburn to Marlene Dietrich, who embraced her outrageous but elegant designs. She designed aviator Amy Johnson's wardrobe for her solo flight to Cape Town in 1936, the culottes for tennis champion Lily d'Alvarez that outraged the lawn tennis establishment, and her clothes appeared in more than 30 films including *Every Day's a Holiday* with Mae West and *Moulin Rouge*. Schiaparelli's fascinating autobiography charts her rise from resident of a rat-infested apartment to designer to the stars.



From A to Biba: The Autobiography of Barbara Hulanicki
ISBN 9781851779635 / £9.99
Published August 8 2018

Barbara Hulanicki tells the story of the rise and fall of the tiny, energetic boutique that grew into a vast emporium and epitomised Swinging London. The Biba store was to become an icon of hip '60s and '70s London and a hangout for artists, film stars and rock musicians, including the Rolling Stones, David Bowie, Twiggy, Brigitte Bardot and Marianne Faithful. But in the early 1970s, Hulanicki and her husband Stephen Fitz-Simon lost control after a series of bitter boardroom struggles and for Barbara, Biba was lost. This lively autobiography evokes the adventurous spirit of the 1960s and describes an extraordinary life with clarity and wit.



Quant by Quant: The Autobiography of Mary Quant
ISBN 9781851779581 / £9.99
Published August 8 2018

Originally published in 1966, Quant by Quant is the hugely entertaining story of Mary Quant's early career and life with husband and business partner Alexander Plunket Greene. After opening the groundbreaking Bazaar boutique on the King's Road in 1955, Quant soared to international fame with her brand of witty fashion style which fitted perfectly with modern life about town. Just as her signature styles have become synonymous with the Pop culture of the Swinging Sixties, her joyful, evocative autobiography captures the world in which she found inspiration – and which she ultimately helped to define and change.

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