

The Men's Fashion Book

Phaidon Editors, Editor

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The ultimate coffee table accessory, *The Men's Fashion Book* presents the world of men's fashion in 500 set pieces that capture its complex melange of art, style, culture, iconography, and influences in an inimitable blend of images and edification.

This book is concerned with the catalysts of men's fashion, including stylists, photographers, publications, retailers, accessories, and icons. With nineteenth-century "arbiter of fashion" Beau Brummel as ground zero, the book forays into seminal moments over the last 250 years; it focuses most on fashion within the last 75 years. What isn't illustrated in its 500 annotated images shows up in its final timeline, which breaks down fashion from 1500 through 2020 vis-a-vis notable developments. Although the majority of its selections are North American and European, the book broadens its list to acknowledge fashion outside of the Western perspective, from the undeniable influence of BTS to Hong Kong's famous tailor, Ascot Chang.

Whether it's unpacking the history of staple mall brands like GAP, examining heritage brands like Burberry, or highlighting the most exciting new industry voices like that of Haiden Ackermann, creator of Timothée Chalamet's shimmering satin suit at the 2019 Venice Film Festival: this book is aware that "nothing in men's fashion exists in a vacuum, nor are ideas ever truly lost."

LETITIA MONTGOMERY-RODGERS (November / December 2021)

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