deluxe how luxury lost its luster dana thomas

**Deluxe - How Luxury Lost Its Luster**

“With Deluxe: How Luxury Lost Its Luster, [Dana] Thomas—who has been the cultural and fashion writer for Newsweek in Paris for 12 years—has written a crisp, witty social history that’s as entertaining as it is informative.” —New York Times From the author of Fashionopolis: The Price of Fast Fashion and the Future of Clothes Once luxury was available only to the rarefied and aristocratic world of old money and royalty. It offered a history of tradition, superior quality, and a pampered buying experience. Today, however, luxury is simply a product packaged and sold by multibillion-dollar global corporations focused on growth, visibility, brand awareness, advertising, and, above all, profits. Award-winning journalist Dana Thomas digs deep into the dark side of the luxury industry to uncover all the secrets that Prada, Gucci, and Burberry don't want us to know. Deluxe is an uncompromising look behind the glossy façade that will enthrall anyone interested in fashion, finance, or culture.

**Deluxe - How Luxury Lost Its Luster**

Documents how luxury goods have been transformed by a shift from exclusive distribution practices by quality-minded family businesses to mass production by profit-minded big corporations, revealing the secrets of top designers while examining the ways in which today's methods have had a negative impact.

**Deluxe - How Luxury Lost Its Lustre**

Fashion may be fabulous, but what price true luxury? With incredible access to the glamorous world of the luxury brand, Deluxe goes deep inside the workings of today's world of profit margins and market share to discover the fate of real luxury. From the importance of fashion owners, to red carpet stars and the seasonal 'must-have' handbags, Dana Thomas shows how far illustrious houses have moved from their roots. Thomas witnesses how these 'luxury' handbags are no longer one in a million, discovers why luxury brand clothing doesn't last as long, and finds out just who is making your perfume. From terrifying raids on the Chinese sweat shops to the daunting chic of Paris workshops, from the handcrafting and economics of early-twentieth century designers to the violent truth behind the 'harmless' fakes, Deluxe goes deep into the world of extravagance, and asks: where can true luxury go now?

**Fashionopolis - Why What We Wear Matters**

*NYTBR Paperback Row Selection* An investigation into the damage wrought by the colossal clothing industry and the grassroots, high-tech, international movement fighting to reform it What should I wear? It’s one of the fundamental questions we ask ourselves every day. More than ever, we are told it should be something new. Today, the clothing industry churns out 80 billion garments a year and employs every sixth person on Earth. Historically, the apparel trade
has exploited labor, the environment, and intellectual property—and in the last three decades, with the simultaneous unfurling of fast fashion, globalization, and the tech revolution, those abuses have multiplied exponentially, primarily out of view. We are in dire need of an entirely new human-scale model. Bestselling journalist Dana Thomas has traveled the globe to discover the visionary designers and companies who are propelling the industry toward that more positive future by reclaiming traditional craft and launching cutting-edge sustainable technologies to produce better fashion. In Fashionopolis, Thomas sees renewal in a host of developments, including printing 3-D clothes, clean denim processing, smart manufacturing, hyperlocalism, fabric recycling—even lab-grown materials. From small-town makers and Silicon Valley whizzes to such household names as Stella McCartney, Levi's, and Rent the Runway, Thomas highlights the companies big and small that are leading the crusade. We all have been casual about our clothes. It's time to get dressed with intention. Fashionopolis is the first comprehensive look at how to start.

**Gods and Kings - The Rise and Fall of Alexander McQueen and John Galliano**

More than two decades ago, John Galliano and Alexander McQueen arrived on the fashion scene when the business was in an artistic and economic rut. Both wanted to revolutionize fashion in a way no one had in decades. They shook the establishment out of its bourgeois, minimalist stupor with daring, sexy designs. They turned out landmark collections in mesmerizing, theatrical shows that retailers and critics still gush about and designers continue to reference. Their approach to fashion was wildly different—Galliano began as an illustrator, McQueen as a Savile Row tailor. Galliano led the way with his sensual bias-cut gowns and his voluptuous hourglass tailoring, which he presented in romantic storybook-like settings. McQueen, though nearly ten years younger than Galliano, was a brilliant technician and a visionary artist who brought a new reality to fashion, as well as an otherworldly beauty. For his first official collection at the tender age of twenty-three, McQueen did what few in fashion ever achieve: he invented a new silhouette, the Bumster. They had similar backgrounds: sensitive, shy gay men raised in tough London neighborhoods, their love of fashion nurtured by their doting mothers. Both struggled to get their businesses off the ground, despite early critical success. But by 1997, each had landed a job as creative director for couture houses owned by French tycoon Bernard Arnault, chairman of LVMH. Galliano's and McQueen’s work for Dior and Givenchy and beyond not only influenced fashion; their distinct styles were also reflected across the media landscape. With their help, luxury fashion evolved from a clutch of small, family-owned businesses into a $280 billion-a-year global corporate industry. Executives pushed the designers to meet increasingly rapid deadlines. For both Galliano and McQueen, the pace was unsustainable. In 2010, McQueen took his own life three weeks before his womens' wear show. The same week that Galliano was fired, Forbes named Arnault the fourth richest man in the world. Two months later, Kate Middleton wore a McQueen wedding gown, instantly making the house the world's most famous fashion brand, and the Metropolitan Museum of Art opened a wildly successful McQueen retrospective, cosponsored by the corporate owners of the McQueen brand. The corporations had won and the artists had lost. In her groundbreaking work Gods and Kings, acclaimed journalist Dana Thomas tells the true story of McQueen and Galliano. In so doing, she reveals the revolution in high fashion in the last two
decades—and the price it demanded of the very ones who saved it.

**The Battle of Versailles - The Night American Fashion Stumbled into the Spotlight and Made History**

On November 28, 1973, the world's social elite gathered at the Palace of Versailles for an international fashion show. By the time the curtain came down on the evening's spectacle, history had been made and the industry had been forever transformed. This is that story. Conceived as a fund-raiser for the restoration of King Louis XIV's palace, in the late fall of 1973, five top American designers faced off against five top French designers in an over-the-top runway extravaganza. An audience filled with celebrities and international jet-setters, including Princess Grace of Monaco, the Duchess of Windsor, Paloma Picasso, and Andy Warhol, were treated to an opulent performance featuring Liza Minnelli, Josephine Baker, and Rudolph Nureyev. What they saw would forever alter the history of fashion. The Americans at the Battle of Versailles—Oscar de la Renta, Bill Blass, Anne Klein, Halston, and Stephen Burrows—showed their work against the five French designers considered the best in the world—Yves Saint Laurent, Hubert de Givenchy, Pierre Cardin, Emanuel Ungaro, and Marc Bohan of Christian Dior. Plagued by in-fighting, outsized egos, shoestring budgets, and innumerable technical difficulties, the American contingent had little chance of meeting the European's exquisite and refined standards. But against all odds, the American energy and the domination by the fearless models (ten of whom, in a groundbreaking move, were African American) sent the audience reeling. By the end of the evening, the Americans had officially taken their place on the world's stage, prompting a major shift in the way race, gender, sexuality, and economics would be treated in fashion for decades to come. As the curtain came down on The Battle of Versailles, American fashion was born; no longer would the world look to Europe to determine the stylistic trends of the day, from here forward, American sensibility and taste would command the world's attention. Pulitzer-Prize winning fashion journalist Robin Givhan offers a lively and meticulously well-researched account of this unique event. The Battle of Versailles is a sharp, engaging cultural history; this intimate examination of a single moment shows us how the world of fashion as we know it came to be.

**Fashionopolis (Young Readers Edition) - The Secrets Behind the Clothes We Wear**

A look at fast fashion and its impact on the environment and social justice, perfect for middle grade classrooms. Did you ever think about where your jeans come from? How about the people who made your T-shirt, or what happens to the clothes you grow out of when you're done wearing them? The fabrics clothes are made of, the way they are designed and sewn and shipped around the world, and the way we consume them and get rid of them—every step in this process has a big impact on our environment, on the people who work in clothing factories, and on our cultures. This nonfiction book shows us how the clothes we wear—and throw away—every day are made, and what that means for our planet and for people around the world.

**Luxury - A Rich History**
We live in a world obsessed by luxury. Long-distance airlines compete to offer first-class sleeping experiences and hotels recommend exclusive suites where you are never disturbed. Luxury is a rapidly changing global industry that makes the headlines daily in our newspapers and on the internet. More than ever, luxury is a pervasive presence in the cultural and economic life of the West - and increasingly too in the emerging super-economies of Asia and Latin America. Yet luxury is hardly a new phenomenon. Today's obsession with luxury brands and services is just one of the many manifestations that luxury has assumed. In the middle ages and the Renaissance, for example, luxury was linked to notions of magnificence and courtly splendour. In the eighteenth century luxury was at the centre of philosophical debates over its role in shaping people's desires and oiling the wheels of commerce. And it continues to morph today, with the growth of the global super-rich and increasing wealth polarization. From palaces to penthouses, from couture fashion to lavish jewellery, from handbags to red wine, from fast cars to easy money, Peter McNeill and Giorgio Riello present the first ever global history of luxury, from the Romans to the twenty-first century: a sparkling and ever-changing story of extravagance, excess, novelty, and indulgence.

**The End of Fashion - The Mass Marketing of the Clothing Business Forever**

The time when "fashion" was defined by French designers whose clothes could be afforded only by elite has ended. Now designers take their cues from mainstream consumers and creativity is channeled more into mass-marketing clothes than into designing them. Indeed, one need look no further than the Gap to see proof of this. In The End of Fashion, Wall Street Journal, reporter Teri Agins astutely explores this seminal change, laying bare all aspects of the fashion industry from manufacturing, retailing, and licensing to image making and financing. Here as well are fascinating insider vignettes that show Donna Karan fighting with financiers, the rivalry between Ralph Lauren and Tommy Hilfiger, and the commitment to haute couture that sent Isaac Mizrahi's business spiraling.

**Christian Dior - The Man who Made the World Look New**

Chronicles Dior's rise to fame beginning in 1947 with the introduction of his "New Look," the reestablishment of Paris as the center of the fashion world, and his influence on fashion today...

**Movie Reviews**

In this Disney animated feature from the best-selling series of books, the lead character fearfully enters middle school. By Nicolas Rapold This documentary from Debbie Lum goes inside a top...