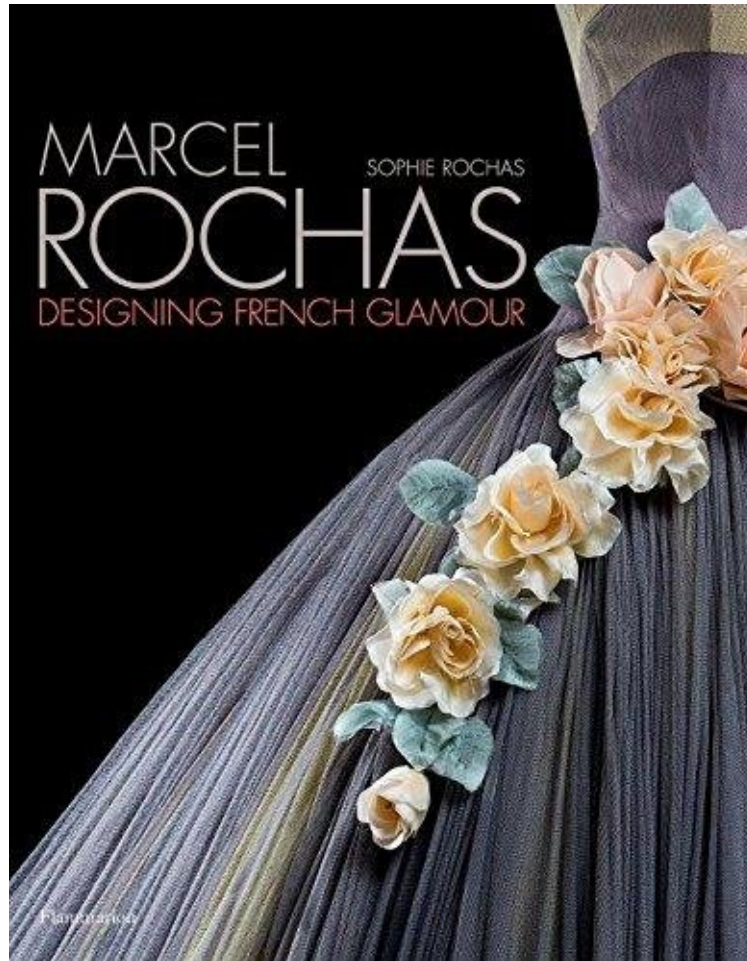


(Pdf free) Marcel Rochas: Designing French Glamour

## Marcel Rochas: Designing French Glamour

*Sophie Rochas*

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**Sophie Rochas : Marcel Rochas: Designing French Glamour** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marcel Rochas: Designing French Glamour:

0 of 3 people found the following review helpful. Great Seller!By SilverjetsparkleBeautiful Book!

The first fashion monograph on Marcel Rochas, a key twentieth-century womens wear designer, written by his daughter. Fashion designer Marcel Rochas (1902-1955) made considerable and enduring contributions to the world of fashion; his legacy has inspired a range of contemporary designers. In this lavish monograph, his daughter, Sophie Rochas, provides an intimate first-hand account that includes her childhood memories and rare access to the family's private archives. She provides insight into her father's talents as an innovative designer, communications genius, revered socialite, attentive father, and demanding husband, as well as the style influences that inspired him. Rochas's trademarks included exaggerated shoulders, the wasp-waisted bodice, a strapless girdle that defined the female

silhouette of the 40s and 50s, a judicious combination of fabrics, contrasting prints, his Sirne gown, and the Oiseau dress. His myriad creations were favored by many starlets, including Carole Lombard, Marlene Dietrich, Mae West, and Danielle Darrieux, both on-screen and off. This lavishly illustrated work includes family photographs, portraits by the great fashion photographers, his iconic perfume bottles, and his most significant womens wear creations. During his thirty-year career, he opened two couture houses, employed an army of workers, and created innumerable pieces that have since become milestones in the history of womens wear.

Marcel Rochas was without question ground-breaking as well as an innovator on many levels. Ms. Rochas offers an almost encyclopedic accounting of her father's professional and personal lives. . . . Not only are the photographs proof of the designer's prowess, but the text is equally compelling and informative. . . . Ms. Rochas delivers a gift of history to those of us who never seem to get enough background on the topic of fashion and the designers who made it great."- NY JOURNAL OF BOOKS "Its part family album, part archive, and full of French glamour.-W MAGAZINE.COM About the Author Marcel Rochas was an architectural fashion designer whose legacy includes the wasp-waist silhouette, strong shoulder lines, and his signature Femme perfume. Sophie Rochas worked at Elle in the early 1960s, decorated the lyse-Matignon, and was head costume designer in the film industry. Francis Hammonds photographs have been published in Martha Stewart Living, Elle Dcor, and numerous books including Intimate Chanel (2011) and Jean Patou: A Fashionable Life (2013).