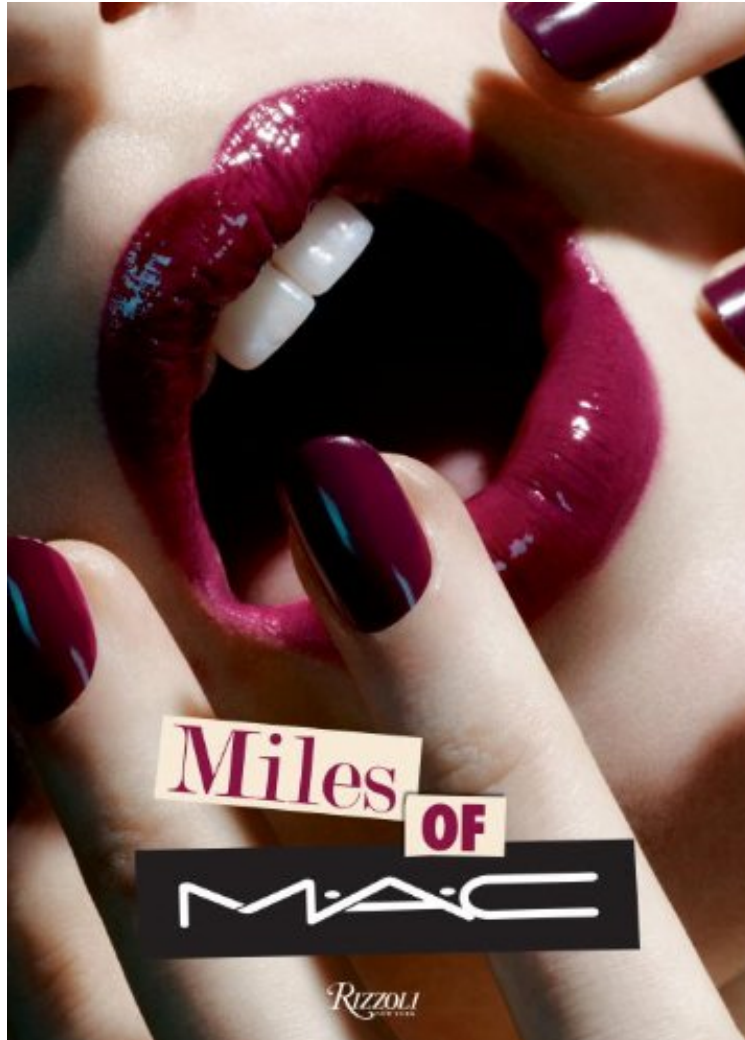


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Miles of MAC

James Gager

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James Gager : Miles of MAC before purchasing it in order to gage whether or not it would be worth my time, and all praised Miles of MAC:

0 of 0 people found the following review helpful. Amazing item By Carlos A. Rangel Great item , gave it to a friend who is obsess with mac products 0 of 0 people found the following review helpful. Is a beautiful book. There was small amount of cracking on ... By Austin M Nelson Is a beautiful book. There was small amount of cracking on bottom corner. I wouldn't even care but it was a gift. My daughter didn't mind so I didn't exchange it but someone needs to be careful. Can't tell who could have been the culprit so not blaming anyone in particular. 0 of 0 people found the following review helpful. Five Stars By Lizzy VWoooooow

MAC Cosmetics, a pioneer in professional makeup, presents one hundred looks that epitomize the span of their thirty years as the leaders in high-fashion makeup. Since its founding in 1984 by the Canadians Frank Toskan and Frank Angelo, MAC Cosmetics has revolutionized the role of makeup and become a leader of avant-garde and edgy looks both on and off the runway. Their motto all ages, all races, all sexes and unique advertising campaigns featuring RuPaul, Catherine Deneuve, Lady Gaga, and even Hello Kitty have helped to inspire experimentation and fearlessness with makeup in the modern woman (and man, too). Blending fashion, beauty, and culture with an unapologetic approach to individuality and self-expression, MAC has reached an unprecedented level of worldwide appeal and accessibility. As the ultimate color authority with an unrivaled spectrum of shades, MAC allows for full creative expression through makeup without judgement. With striking images of some of the best and most inspiring MAC looks to date, this stunning book celebrates MAC with over 200 color photographs and gives readers the opportunity to delve into the colorful and surreal world that makes MAC one of the most highly sought-after cosmetics brands in the world.

There is almost no text in this oversized, 250-page hardcover, but the photos speak volumes. Models in Candy-colored eyeshadows and lipsticks showcase the boundary-pushing aesthetic that has been MAC's signature since its 1987 launch. While the makeup looks in this book may be too bold for you to copy completely, they just may inspire you to be a little bit more fearless when you're getting ready for your next Saturday night out. If you're looking for a gift for a beauty addict, this is it - you know she has enough makeup. Metro NY an ode to the paring of skin with makeup and a feast of inspirational portrait ideas. The book's 200 chroma-driven images comprise a lustrous swipe file of unconventional, ingenious makeup treatments some over the top, some surprisingly elegant each with a different iteration of Aldridge's well-developed sense of fantasy. -RangeFinder Forget about tutorials and trends -- James Gager, MAC's Senior VP and Group Creative Director, isn't interested in showing ready-to-wear, traditional makeup looks. He's more interested in storytelling. And with the help of high-fashion photographer Miles Aldridge, Gager has done just that with *Miles of MAC*, a compilation of epic poetry, imaginary characters, and voyeuristic vignettes, all told through striking images that showcase the makeup giant's artistic prowess. Since its start in 1984, MAC, has intrigued and inspired countless artists, all of who come together to discuss the impact that the company has had on their lives and work in this striking tome. Filled with pages of vibrantly styled images, Gager and Aldridge's book perfectly captures the innovative, risk-taking spirit that has carried the brand through the past 30 years. Nylon The Wildest Vintage MAC Ads of All Time. In the beauty world, you aren't a Mac or a PC. You're just a MAC, one of the biggest beauty powerhouses with a reputation for celebrating individuality and big, often highly anticipated, collaborations. A new book titled *Miles of MAC*, showcases both of these things, with pages of vintage ads shot by photographer Miles Aldridge in collaboration with James Gager, the senior VP and creative director for MAC. The results are highly cinematic and graphic this isn't your typical makeup book. New York Magazine *Miles of MAC* explores the power of makeup artistry. *Miles of Mac* is an inspirational, high-fashion book that celebrates the drama of the makeup artistry of MAC with stunning photography by the iconic fashion photographer Miles Aldridge. With striking images of some of the best and most inspiring MAC looks to date, this stunning book celebrates MAC with over 200 color photographs and gives readers the opportunity to delve into the vivid and surreal world that makes MAC one of the most highly sought-after cosmetics brands in the world. Life + Times About the Author James Gager is the Senior Vice President and Creative Director of the Estée Lauder Companies, which he joined in 1979. Prior to assuming his current role in May of 2017, Gager served as the Creative Director of MAC Cosmetics for 18 years, where he was instrumental in making the multi-billion dollar cosmetics empire the household name that it is today. Miles Aldridge is a fashion photographer based in London. He has shot for major publications such as *W*, the *New York Times Magazine*, *GQ*, *The New Yorker*, *Harper's Bazaar*, and *Vogue Nippon*, *British Vogue*, and *Vogue Italia*. He has also shot for many noted fashion designers such as Karl Lagerfeld, Yves Saint Laurent, Carolina Herrera, and Giorgio Armani. His photographs have been displayed in art galleries across the world and he has produced several monographs, including *Pictures for Photographs*, *Other Pictures*, *Acid Candy*, *The Cabinet*, and *I Only Want You to Love Me*.