



# The Golden Age of Couture: Paris and London 1947-1957

*Claire Wilcox, Victoria and Albert Museum*

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*The Ambassador* has been described as “probably the most daring and enterprising trade magazine ever conceived.” With the motto “Export or Die!,” the magazine was renowned for its innovative design and adventurous editorial approach in promoting British manufacturing in the post-WWII period. This book takes a detailed look at the background and impact of *The Ambassador*. Driven by the vision of founder Hans Juda and his wife, Elsbeth, who was responsible for much of the magazine’s striking photography, the magazine created ambitious photo shoots to showcasing the latest couture fashions, promoted fine art as an inspiration for design, and commissioned artists such as John Piper and Henry Moore for their covers. *The Ambassador Magazine* brings this trove of art, textiles, and fashion to a new generation.

## **The Golden Age of Couture: Paris and London 1947-1957 Details**

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Author : Claire Wilcox , Victoria and Albert Museum

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## **From Reader Review The Golden Age of Couture: Paris and London 1947-1957 for online ebook**

### **Jaimie says**

As interesting as this book could have been, I found it impossibly dull to read. The quality and pacing of the writing is so drab and unremarkable that I quit reading after only 60 pages and decided to just look at the photographs. The couture dresses are pretty much the whole point of a coffee table book like this so I don't feel bad at all!

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### **Claire says**

If you missed the glorious 2007 V&A exhibition that this title accompanies, then fear not as this is the next best thing. A multi-faceted book, it covers all the key players of the time. These include designers such as Dior and Balenciaga, photographers (Richard Avedon – who I adore) and even glimpses into the fashion houses themselves during this magical period of fashion history. As with all V&A books there are some exquisite photographs and illustrations, showing evening and day wear in original photo shoots and designs, as well as items given to the museum. There is a fascinating insight into the sociological and historical context of fashion at this time, which certainly gave me a broader picture of how the industry evolved. The only downside to owning a bible such as this is that it certainly makes you think about your own wardrobe a little differently...I think mine needs a spring clean!

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### **Peta says**

Beautiful book and very informative, but very wordy, I struggled to get engaged. I read about half way but then just went to the pictures.

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### **Jen says**

The exhibition is currently being held in Bendigo, Australia, which I was luckily enough to attend today! It's on until March, so anyone who's nearby don't miss out!

On a more related front, this book is a great companion to the exhibition, but I'll have a more detailed review when I've perused it thoroughly.

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### **Kristen Northrup says**

For a massive glossy museum exhibit book, it didn't have nearly enough pretty pictures, which was really the extent of my interest.

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### **Ray says**

Let's be clear, this is a "exhibition book", not a glossy coffee table book. These types of books published in conjunction with museum exhibits are never what u hope for. They tend to be more museum style writing and pictures of the clothes are a lot of backs or closeups. That said, this is truly a wonderful peek into a time when couture was at its most beautiful and truly changed the world of fashion. There are amazing pictures. Well worth it.

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### **Anita says**

Great little introduction to the world of Couture back then. I particularly like the chapter on the textile manufactures and their place in the system. It's not discussed often so it was great to read those insights

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### **Bill says**

This lavishly illustrated book is a series of essays about haute couture from 1947-1957 the year Dior died. These tell of the fashion houses of the period, of the people who wore the clothes, the fabric, the photography and magazines that displayed them to the general public. The book was published to complement the Victoria and Albert Museum's extensive holding of couture clothing.

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### **Joanne McIntosh says**

I have always loved this time in fashion. The pictures are beautiful. I found the writing to be informative and interesting.

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### **Heila says**

Looked at the photos. Interesting - liked it (: The author works at the V&A museum in London. I didn't know that The New Look was related to having more (or less) fabric for use, because of restrictions during WWII. Ok, so I read some of the text!

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### **Krista Jeanne says**

I saw this exhibition...fabulous. I want the book because you couldn't take pictures of the fabulousness.

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**Muffy Kroha says**

Hurt your feelings fucking painfully good highly structural clothes- make you cry out from inspiration

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