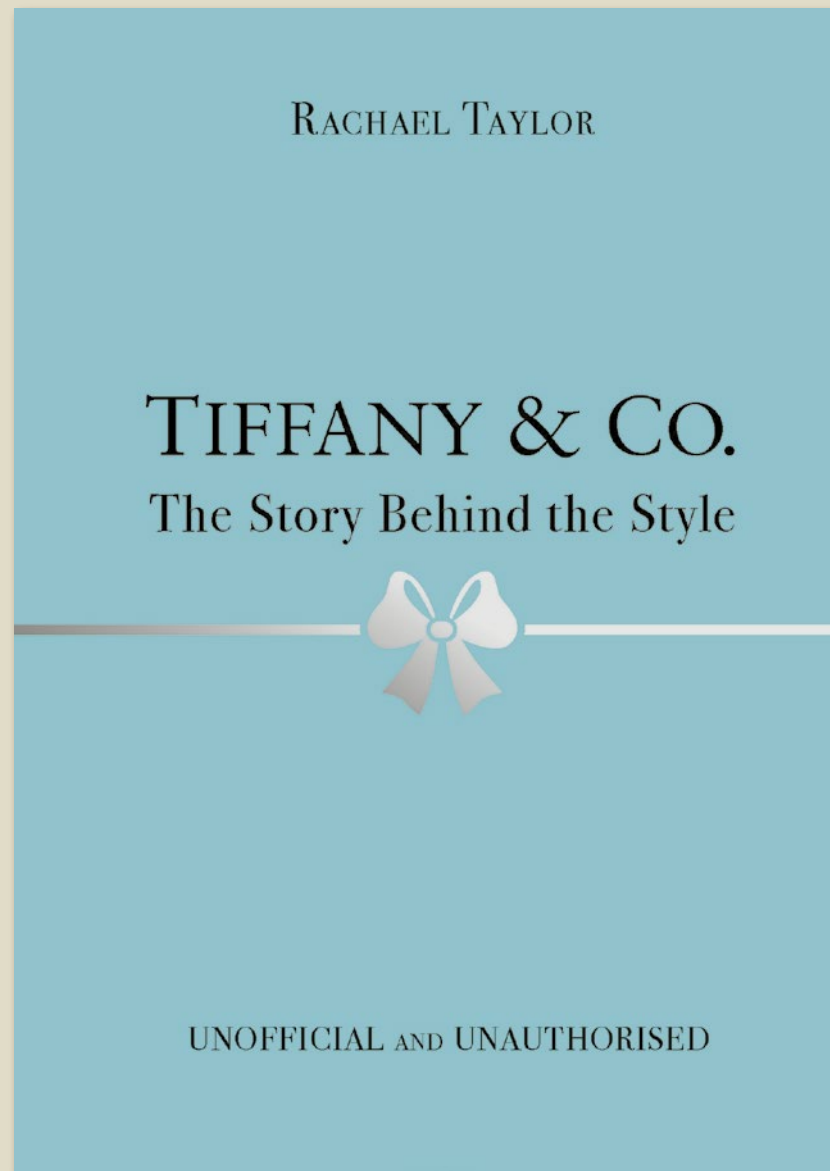




**The Story Behind the Style/Street
Style**

Tiffany & Co.: The Story Behind the Style



Visual history of the iconic jewellery brand, Tiffany & Co.

- Sample contents: Discovery and Innovation, Tanzanite and Tsavorite, Tiffany Blue, Reimagining Engagement Rings, Breakfast at Tiffany's, The Blue Book, Red-Carpet Rocks, The Tiffany Diamond, Designers of Note, Tiffany Setting, Jackie Bracelet, Bone Cuff, Tiffany Keys, Creating Retail Theatre, A Retail Empire, I Do on Fifth Avenue, Blue Box Café, Beyond Jewels, Tiffany for a New Generation, Cleaning up Diamonds, A New Owner, A New Diamond
- Written by Rachael Taylor, a journalist specialising in jewellery who has written for *The Financial Times*, *Conde Nast* publications and *Retail Jeweller*.
- Illustrated with full colour photographs from the brand's history
- Cover finishes: matt lam and foil

Tiffany & Co.: The Story Behind the Style



The King of Diamonds: Charles Lewis Tiffany

Charles Lewis Tiffany, the man who would go on to win the moniker of New York's 'King of Diamonds', did not lead from a long line of jewellers. His start in life was more modest, making his name in high society all the more glittering.

Tiffany was born in 1812 in Canton and Ohio. Tiffany, and grew up in the small town of Killbuck, Connecticut. The major business of the town was the production of cotton goods, and the family owned a manufacturing company. Tiffany was educated at local schools in the area before joining his father in the family cotton business.

By 1837, Tiffany felt restless. No longer satisfied by working at home with his family, he began to envision how he could make his own mark in business. He turned up with a school friend, J. R. Young, and the duo set in motion a plan to open a stationary store in New York City. With a \$1,000 loan from Charles' father, the ambitious 25-year-old made the 150-mile journey north. The store, named Tiffany & Young, opened its doors at 259 Broadway that same year, and on its first day, \$4.98 rang through the till.

Tiffany & Young soon began to expand its remit, stocking glassware, cutlery, porcelain, clocks and jewellery, and began to develop a

OPPOSITE: Tiffany & Co. founder Charles Lewis Tiffany photographed by James Thomson Smith in 1902.



PROVOCATIVE: An illustration of a jewelry display case, likely from the Tiffany & Co. collection.

CONCISE: A sketch of the Tiffany & Co. building at the intersection of Broadway and Fifth Avenue in New York.

In 1853, Young and Tiffany decided to retire from the business, but Charles Lewis Tiffany was far from finished. He found new partners to work with, and the business was, at this point, renamed Tiffany & Company. Tiffany would go on to build his empire, grabbing headlines along the way. By the 1860s, the business was well established as an expert in choice for the rich and the famous, both for its jewellery and its top-quality silver. In 1862, President Abraham Lincoln purchased a sword pommel and earrings from Tiffany & Co. for his wife Mary Todd Lincoln, who wore them to her husband's inauguration ball.

In 1870, Tiffany & Co. moved into a large new store in New York's Union Square, marking the beginning of a major decade for the jeweller one in which Charles Lewis Tiffany would earn the title the King of Diamonds. It was a single purchase that would truly justify Tiffany into the high-jewellery atmosphere – a 237-carat rough fancy yellow diamond. When cut and polished, what emerged was a diamond of staggering enormous proportions for a rare yellow diamond of that quality. It weighed 128.54ct and was named the Tiffany Diamond.

If the purchase of this new world famous stone, which is on permanent display at Tiffany & Co.'s Fifth Avenue store in New York, signalled Tiffany's intention to dominate the diamond market, his groundbreaking creation eight years later sealed the deal. Seeking to

celebrate the beauty of diamonds, Tiffany designed an engagement ring in 1886 that remains a sought-after classic to this day. The Tiffany Setting engagement ring kicked back against the over-fussy designs of the time with a clean, minimalist band and a six-prong setting that lifted the diamond above the ring. The purpose for this innovative setting was to allow light to flow through the stone, and therefore maximise the sparkle. It was a huge hit, and the iconic design has become synonymous with engagement rings.

Just 15 years before his death, Tiffany pulled off a final coup. The aftermath of the French Revolution that had gifted Tiffany an abundance of important gems in 1848 and its early credibility in high-jewellery circles rumbled on. In 1887, the French government was masterminding a plan to sell the crown jewels of its fallen monarchy. Outwardly, it claimed that a democracy such as France had no need for "objects of luxury, devoid of usefulness and moral worth". The rumour mill suggested that it was in fact afraid of a power grab by Bourbons, Orleanists or Bonapartists, who might use ownership of the jewels to claim a right to rule. Tiffany cared little for this political posturing, but he did see an opportunity in it. He travelled to Paris to attend the auction of the French crown jewels at the Louvre. He sat in the audience, ready to make his bids, along with fellow jewellers, including a young Frédéric Boucheron, and Orleanists, members of the French royal family, whose pockets proved too shallow on the day to win back their family heirlooms.

When the final strike of the gavel fell, Charles Lewis Tiffany had in his possession close to a third of the historic crown jewels. He placed them in specially crafted red-leather boxes, embossed in gold with the words *Diamants de la Couronne*, translating from French as Crown Diamonds. Inside, impressed on the silk lining in the lid, was Tiffany & Co. New York and Paris, thus securing Tiffany & Co.'s place in the history books as a purveyor of royal jewels and his own coronation as the King of Diamonds.



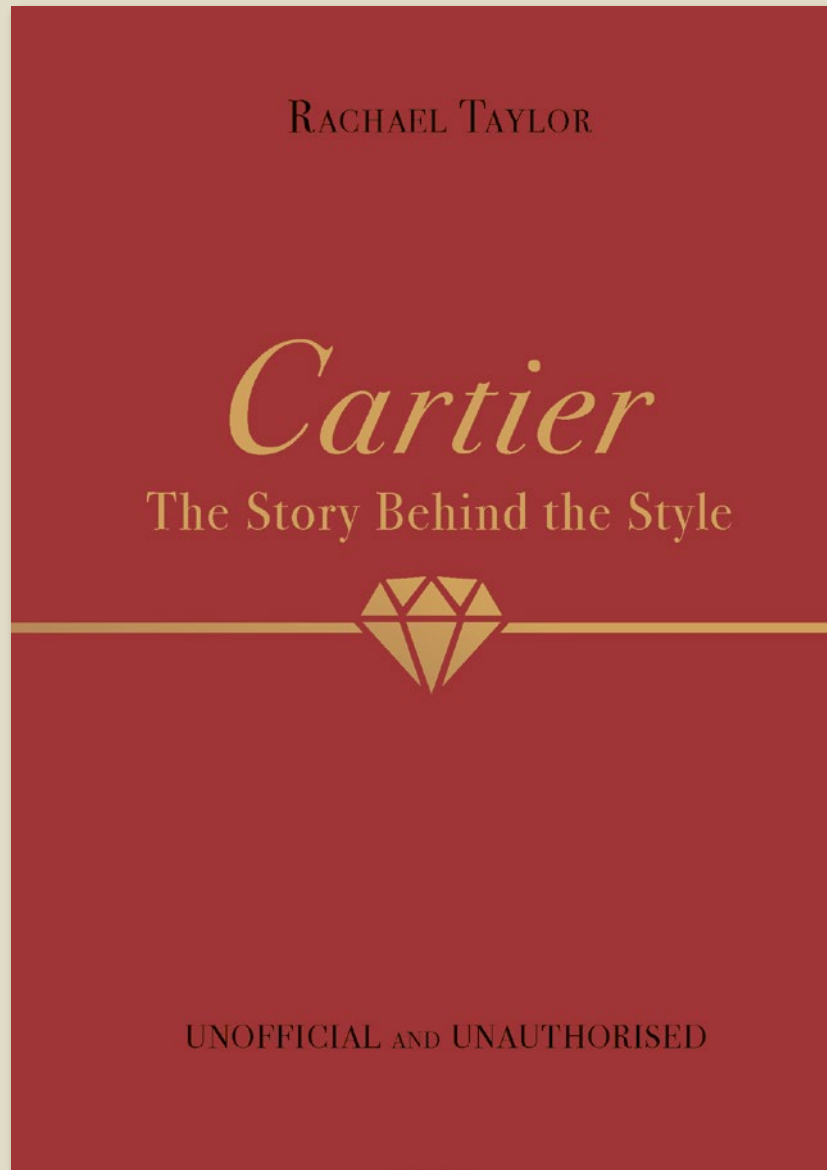
LEFT:
The Tiffany & Co.
flagship store in
New York.

BELOW:
A gold,
diamond and
enamel floral
brooch, made
by Tiffany & Co.
in 1890.



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Cartier: The Story Behind the Style



The story of iconic jewellery brand, Cartier

- Sample contents: The Beginnings of Cartier, Royal Affiliations, The First Men's Wristwatch, At the Heart of Art Deco, Inspiration from India, Stars and their Tanks, Mystery Clocks, Cartier's Jewellery Workshops, Glyptics, Fur Setting, Jeweller to the Stars, Red-Carpet Rocks, Love Bracelet, The New York Flagship, Cartier's Famous Red Box, Meet the Bellboys, Philanthropy, Continuing the Legacy, Ethical Supply Chain, Cartier Today and Tomorrow
- Written by Rachael Taylor, a journalist specialising in jewellery who has written for *The Financial Times*, *Conde Nast* publications and *Retail Jeweller*.
- Illustrated with full colour photographs from the brand's history
- Cover finishes: matt lam and foil

Cartier: The Story Behind the Style



The Beginnings of Cartier

The house of Cartier started with one man, Louis-François Cartier, but it would take a family to make it one of the most recognized and respected jewellers in history.

It was, in fact, Louis-François' father, Pierre Cartier, who set the dynasty in motion, although he could never have imagined the consequences of his actions at the time. Pierre had fought in the Napoleonic wars and spent time locked in the prison ships docked off the harbour at Portsmouth in Britain. When the war ended in 1815, Pierre returned to Paris, destitute and aimless. He would go on to find employment as a watchmaker and have five children with his wife Elisabeth, a watchmaker.

The eldest of the children born into this working-class Parisian family was Louis-François, and when he was barely out of school, his father sent him to work as an apprentice in a jewellery workshop owned by Adolphe Picard on Rue Montorgueil in Paris. It was a tough education – days were long and grueling and order was maintained with a whip – but he stayed and in 1847, at the age of 27, Louis-François bought the business from Picard, renaming it Cartier.

OPPOSITE: Cartier founder, Louis-François Cartier.



His makers mark – a symbol hallmarked into every piece of Cartier jewellery to authenticate it – was his initials, L. C., separated with an arc of letters playing cool, perhaps to a nod to the financial gamble he was taking. Luckily, the risk paid off and the Cartier business thrived and expanded. In 1866, Princess Mathilde, a cousin of Emperor Napoleon III, purchased one of its jewels, and the Cartier name was suddenly whispered among Parisian high society, even reaching the international elite. Three years later, Louis-François bought Gillon, a Parisian jeweller better known than his own, and renamed his business Cartier Gillon.

Louis-François' son Alfred Cartier took over the family business in 1874, but it was the arrival of his own three sons – the highly ambitious Louis, Pierre and Jacques – that would really shake up the jeweller and initiate its ascendancy to the global brand we know today. The brotherly revolution started with Louis, who joined the maison in 1898. A year later he spearheaded the remaining

of the business, stripping away Gillon to once again be known simply as Cartier. At the same time, the business opened a boutique at 13 rue de la Paix, just a stone's throw from Place Vendôme, the heartland of luxury jewellery in Paris. This venture was funded by an enormous dowry levied through a strategic arranged marriage to Antoinette Caroline Warth, granddaughter of world-famous composer Charles Frederick Worth.

Cartier garnered a reputation for innovation, and the title of jeweller would later live by a motto, 'Never copy, only create.' One of Louis' most successful experiments at the close of the 19th century was to use platinum in place of gold. This precious metal is now widely used by jewellers across the world, but at the time it was purely an industrial metal and thus revolutionary in the jewellery market. The white metal, which, unlike silver, does not tarnish, is highly malleable and allowed Cartier to create delicate, diamond-set jewels inspired by those owned by 18th-century French aristocrats, a stark contrast to the heavier, colorful, Romantic Art Nouveau jewels popular at the time. A signature Cartier Garsfield style emerged, swirling across platinum tiaras, necklaces and earrings, that won over well-heeled women, including royals, in Europe and the United States.

OPPOSITE RIGHT: Pierre Cartier playing golf in 1890.

Pierre Cartier, the second eldest of the brothers, would be an agitator in his own right, championing the global expansion of the brand's retail empire. He started by opening a Cartier boutique on New Burlington Street in London in 1902, where the brand showcased a new style of geometric, abstract jewels with unusual colour combinations that would lay the foundations for the Art Deco jewellery movement.

The first decade of the 20th century was an important time for Cartier. In 1904, the jeweller received its first royal certificate from King Edward VII of Britain, and soon started to supply many other royal courts including those of Russia, Spain and Siam (now Thailand). In the same year, Louis Cartier created what he believed to be the first ever men's wristwatch for aviator Alberto Santos-Dumont.

Pierre, meanwhile, embarked on a journey to Russia; one that would prove profitable in commissions from its high society, but also as a source of inspiration that would shape Cartier's jewellery designs for years to come.

In 1909, Pierre would focus his wanderlust on America, opening a Cartier boutique on New York's Fifth Avenue; the precursor to its famous flagship store further up the street, the purchase of which he would famously broker a decade later in exchange for a string of pearls. Back in London, his younger brother Jacques stepped in to take over its British branch. That same year, Cartier moved uptown to a prestigious Bond Street address, where it remains to this day.

As Cartier's man in Britain, and, as such, jeweller to King George V, Jacques joined members of the aristocracy on a trip to India for the Delhi Durbar in 1911. It was an event

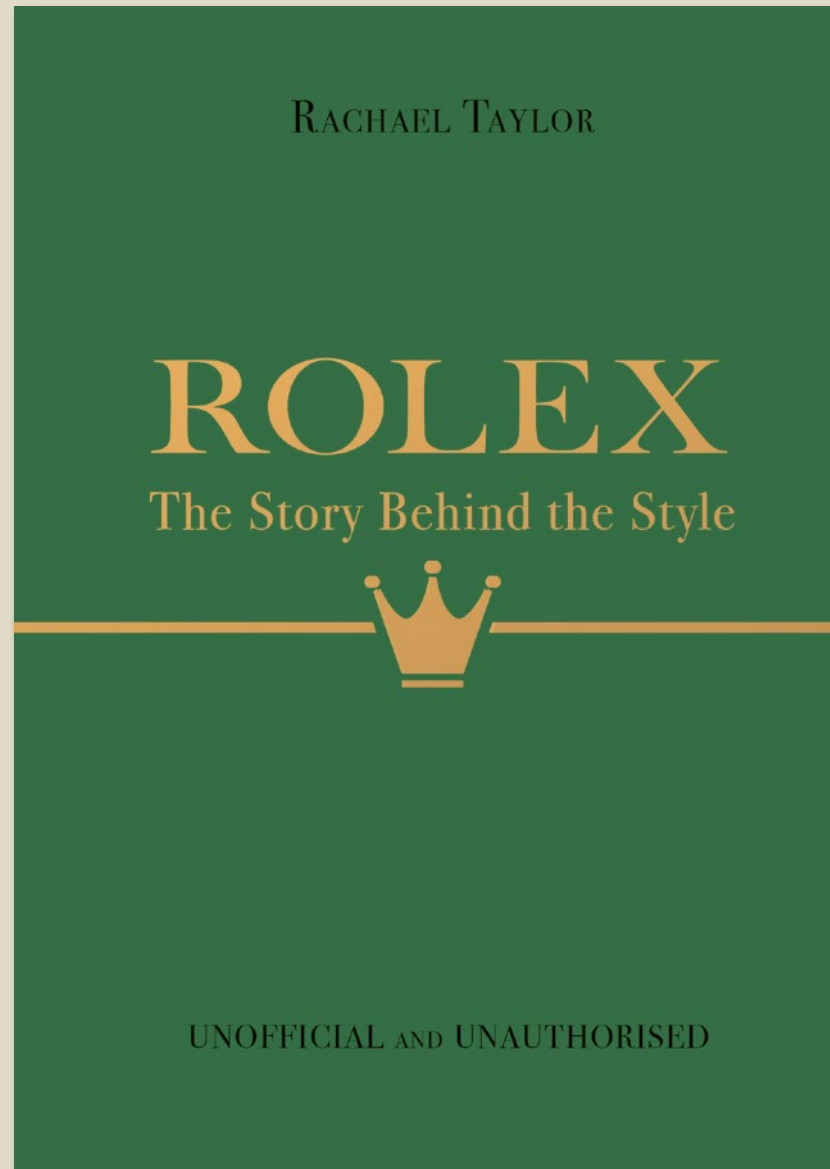


to commemorate the coronation of the King, with two weeks of festivities, during which King George V and Queen Mary would be proclaimed Emperor and Empress of India. This adventure to a new land would also prove to be a seminal trip for the house of Cartier. Jacques' sociable nature and love of travel would win ground-breaking commissions from India's rich, jewel-loving maharajas and inspire a whole new category of jewellery, pioneered by Cartier and much copied by other companies.

LEFT: Cartier platinum pendant watch set with diamonds, rubies and a pearl, c.1890-1910.

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Rolex: The Story Behind the Style



Visual history of the iconic watch brand.

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Rolex: The Story Behind the Style



The World's Most Famous Watch Brand

Rolex has become shorthand for luxury. There is no watch you can strap on to your wrist that will be recognised for the status symbol it is quicker than a Rolex. And for many, this is the appeal.

Yet there was a time when the name Rolex – a word completely made up by the brand's founder Hans Wilsdorf – was not famous. It would take hard work, boundary pushing and a lot of self-belief on the part of Wilsdorf, a German orphan, to jettison the name into the upper echelons of horology; starting with convincing the pocket watch-wearing gentleman of the early 20th century that they wanted to wear the time on their wrist at all.

As you will discover, Rolex won its place in history by constantly questioning what was possible and innovating at all costs. It pioneered so many elements of watchmaking and design that are standard today, such as waterproof watches, placing a date window on the dial, and even removing the need to wind our watches.

It also found its way into some of the most exciting moments in history by placing Rolex watches on the wrists of adventurers and explorers. Its watches have travelled to the world's highest peaks and to the depths of the ocean; they have survived extremes of temperature, speed and pressure.

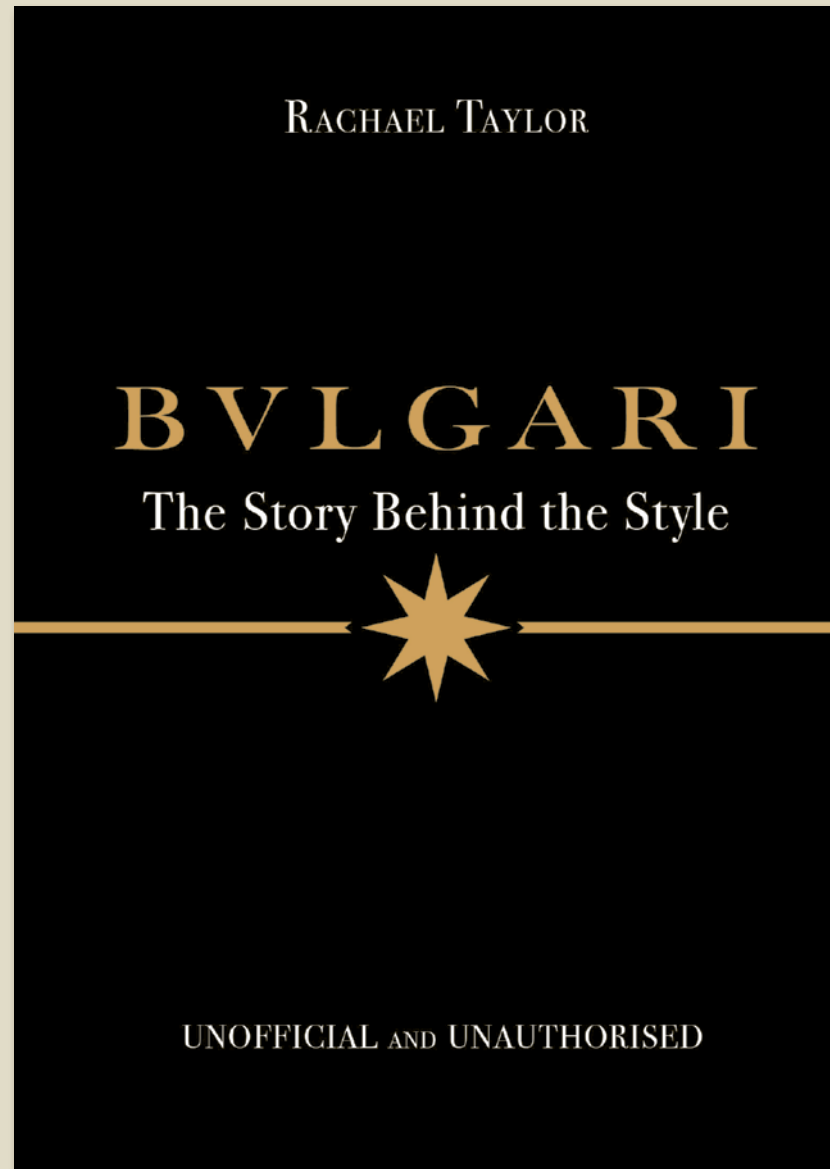
The story of Rolex is so much more than that of its watches. It is one of epic ambition and vision. What started out as a one-man band in London's Hatton Garden would become the epicentre of the Swiss watchmaking industry, and one of the most recognisable and coveted brands in the world.



ABOVE: A Rolex boutique in the GUM State Department Store on Red Square in Moscow.

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Bulgari: The Story Behind the Style



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Bulgari: The Story Behind the Style



Elizabeth Taylor

One of Bulgari's most famous clients in its La Dolce Vita era – and long afterwards – was Elizabeth Taylor. The American actress first discovered Bulgari when she was filming *Cleopatra* in 1962. Some of the film was shot on location in Italy, and it is said that when she had time between takes, or wished to escape the paparazzi, she would head to Via Condotti to try on Bulgari's masterpieces. When she did, she was allowed to enter through a secret side door that provided her with a private courtyard in which to park.

Taylor was a famous jewellery collector, and often negotiated pieces of jewellery as part of her film contracts. She even published a book about her obsession in 2002 titled *Elizabeth Taylor: My Love Affair with Jewellery*. Therefore, it was little wonder that downtime in Rome led her to Bulgari.

Taylor's portrayal of *Cleopatra* also helped to make a Bulgari icon truly iconic: the Serpenti watch. Although she

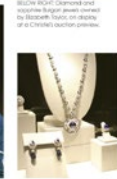
didn't wear her watch during filming, she was photographed wearing it on set for a publicity still, and the snake-like design chimed perfectly with the Egyptian theme of the film. Her endorsement of the Serpenti watch transformed a quirky accessory created by a local Roman jeweller into a global icon.

Bulgari wasn't the only burgeoning love affair in Taylor's life at that time. She was also starting a romance with her *Cleopatra* co-star Richard Burton, who would become her

OPPOSITE: Elizabeth Taylor always favoured Bulgari's Serpenti watches. In 1962, wearing an all-diamond Serpenti watch, she was photographed on set for a publicity still.



BELOW LEFT: Elizabeth Taylor at the Bulgari boutique in Rome in 1962, wearing an all-diamond Serpenti watch.



movement made it another record breaker. The ultra-thin minute repeater movement – housed in a titanium case to amplify the sound of the chiming mechanism that is the hallmark of this complication – was 3.12mm thick.

The following year, Bulgari presented another ultra-thin watch. The Octo Finissimo Automatic was not complex in terms of watchmaking, but it set a new record for size as the thinnest automatic watch on the market at 5.15mm, with a movement just 2.23mm tall.

Bulgari's next attempt would break two records. In 2018, it presented the Octo Finissimo Tourbillon Automatic. It was the thinnest automatic watch at 3.95mm, and also the thinnest tourbillon in the world.

The obsession with record-breaking ultra-thin watchmaking rolled on. In 2019, the Octo Finissimo Chronograph GMT became the thinnest mechanical chronograph movement at 3.3mm, set in a 6.7mm titanium case. In 2020, the Octo Finissimo Tourbillon Chronograph Skeleton Automatic

was named the thinnest tourbillon chronograph with a case depth of 3.5mm. And in 2021, the Octo Finissimo Perpetual Calendar became the thinnest perpetual calendar watch at 5mm thick.

In 2022, to mark the 10-year anniversary of the relaunch of the Octo line, Bulgari presented another impressive watch that smashed the others out of the park. The Octo Finissimo Ultra became the thinnest mechanical watch on the planet, with a case size of just 1.8mm.

OPPOSITE: Automatic tourbillon watch from Bulgari's Octo Finissimo collection.



BELOW LEFT: Bulgari's Octo Finissimo Automatic watch, set in a titanium case, is the thinnest automatic watch on the market at 5.15mm, with a movement just 2.23mm tall.



New York

New York was the location of the brand's first international store since Serbelloni's early expansion ended. The brand's products were already being sold in the US through an agent, but in 1972 it opened a boutique within the Pierre Hotel on the edge of Central Park.

In America, Bulgari positioned itself as luxury jewellery for women who wanted to have fun. It was tapping into the easy-going, carefree zeitgeist. In a campaign starring the American singer Cher, Bulgari described its jewels as "real, but not too serious". In that campaign, Cher was wearing a collection called Stars and Stripes that Bulgari had created to celebrate the Pierre boutique opening. The collection used coral, lapis lazuli, enamel and diamonds to create stars

OPPOSITE: A Bulgari ring with diamonds, sapphires and rubies designed by the American designer Harry Winston in 1960.



and stripes motifs in reference to the American flag.

Bulgari added pieces to the Stars and Stripes collection throughout the 1970s and into the early 1980s, but today it is a rare find on the secondary market, making it the holy grail for Bulgari collectors.

A special Stars and Stripes ring was made for former First Lady Nancy Reagan to wear at the anniversary celebration of the Statue of Liberty. The ring on the gold ring was encrusted with rubies, blue sapphires and diamonds. The ring came up for sale at Sotheby's in 2016 and fetched \$119,000.

By the late 1980s, Bulgari had outgrown its Pierre Hotel boutique and moved to a larger location at 730 Fifth



Bulgari's First Signature Design

Every great jewellery house needs a signature design, and for Bulgari its first was the Trombino ring, which was created in 1932. The design was a labour of love for Giorgio



Bulgari, quite literally: it started out as a sketch for a ring with which he hoped to propose to Leonilde Gulienetti. For someone as passionate about jewels as Giorgio, the ring had to be perfect.

His design was for a ring that would elevate the central stone above the band, creating a sense of volume. This prominent setting is what inspired the name Trombino, which translates from Italian as "little trumpet", as the profile does indeed look trumpet-like.

He worked purely in white diamonds, as was the fashion at the time. As well as a central stone, diamonds crowded the band, but rather than simply creating a blanket of stones in a pavé setting, Giorgio sought to add a little flair.

In addition to pavé diamonds, he added graduated baguette-cut diamonds that led away from the central stone, almost like a ladder. This placement of baguettes created an even more prominent stage for that elevated central diamond, drawing the eye to it.

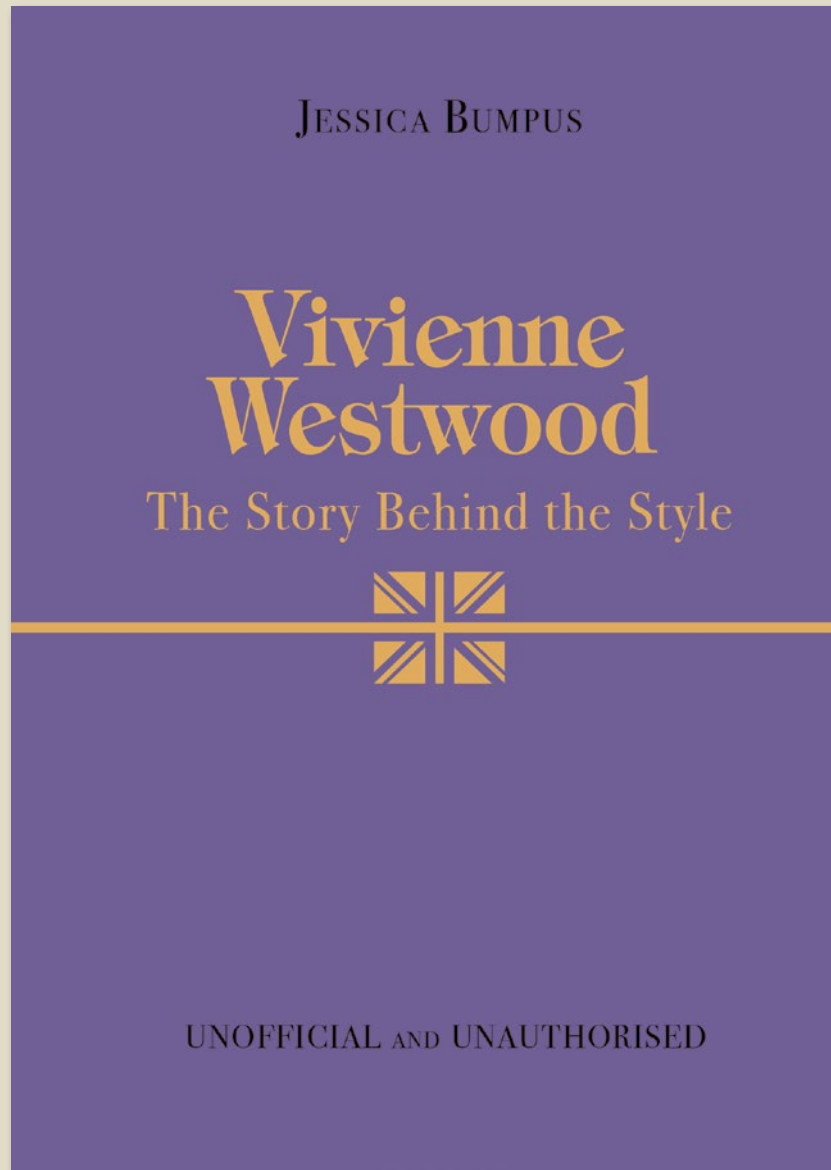
Giorgio was delighted with his final design, and steered his nerves for the proposal. Leonilde must also have been pleased with it, as she agreed to marry him.

So striking was the ring that it soon caught the attention of Rome society, and Giorgio realised that what had started as a personal project had huge potential for his company. And so, he began to produce the Trombino for his clients, and the 1930s design remains popular to this day.

OPPOSITE: An all-diamond and platinum Bulgari Trombino ring, which sold for US\$57,150 at Sotheby's in 2023.

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Vivienne Westwood: The Story Behind the Style



Visual history of the iconic designer.

- Written by Jessica Bumpus, fashion editor, formerly with *British Vogue*.
- Illustrated with full colour photographs showcasing the brand's history.
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Vivienne Westwood: The Story Behind the Style

Derbyshire Days

Vivienne Isabel Swire was born on April 8 1941 to Gordon and Dora Swire at the Partington Maternity Home, Glossop. The future fashion revolutionary had one sister, Olga Swire, born 1945, and one brother, Gordon Swire, born 1946. She grew up in the parish of Tintwistle, Derbyshire (which was formerly part of Cheshire until 1974), both during and after World War II, enjoying what has been recounted as a fairly idyllic childhood, living at the semi-constructed Millbrook Cottage and playing outside until late.

The young Swire clan were encouraged to be creative and make things more than they were encouraged to read. Vivienne knew from a young age that she was good at making things, notably models at school, and she especially enjoyed sewing classes. Her mother would often make them clothes, and worked as a weaver in a local cotton factory.

The young Vivienne – who remembers having a passion for sport from an early age – attended Hollingworth and Tintwistle Primary Schools from 1946 to 1952, at which point she passed the scholarship exam for Glossop Grammar School. She continued to be good at art during her time at Glossop Grammar, and considered attending art school.

Among Westwood's most formative fashion memories are the make-do-and-mend philosophy that came to define

Britain in austerity, as well as the coronation of Queen Elizabeth II in 1953, when Vivienne was 12 years old. The influence of these two events can be seen throughout every era of her designs, and the make-do-and-mend philosophy is evident in the motto "Buy Less, Choose Well, Make it Last", which the brand still promotes to this day. She expertly blended the elements of customisation, tradition and austerity together to create her own unique brand, which is now contrasted by her husband Andreas Konevskis.



LEFT: Vivienne Westwood wearing a t-shirt reading 'Buy Less'.

Malcolm McLaren

Westwood met Malcolm McLaren in 1965. An art student and a friend of her younger brother, Gordon, he would go on to become her creative collaborator for almost the next 20 years. Malcolm is an enigma with the punk movement as Vivienne, and their partnership is legendary. He was something of a maverick of marketing stunts and disruption, before such things became commonplace in contemporary fashion. The pair were in a relationship for a time but never seem to have married.

Malcolm was interested in politics and was fascinated by the French Situationists, a creative culture of writers and artists who wished to eradicate capitalism through acts of everyday life. He was a driving force in bringing politics, provocations, society and culture into Westwood's world. She found him to be charismatic and knowledgeable, but also full of contradictions.

In 1967, they had a son, Joseph Ferdinand Cecil, who would go on to follow in his parents' footsteps and enter the world of fashion. He founded the very successful lingerie company, Agent Provocateur.

It was in the early 1970s that McLaren and Westwood began to build their empire. Malcolm, by this point, had left art school and Vivienne was about to quit teaching. The plan had been to sell vintage records together, and there was talk of setting up a stall. But a retail opportunity – via a new

friend – on King's Road was about to arise.

Tommy Roberts, of the legendary Mr Freedom fashion business, took over the lease of 438 King's Road in 1969. He and his business partner, the fashion entrepreneur Trevor Miller, were well-known for their eclectic and daring fashion eye which appealed to the glitzier of the 1960s. It was under Miller's control the shop was renamed Paradise Garage, the spot was already well-known for fashion.

Vivienne and Malcolm, who were regulars on King's Road, ended up moving the back of 438 King's Road, before taking the whole thing over and rebranding it. It would be known over the coming years as Let It Beak, Too Fast To Live, Too Young To Die and Sex and Sublimation, all of which would encompass the raucous, confrontational and non-conformist nature of McLaren and Westwood. Eventually the shop would come to define the varied-but-defined style we know as punk today.



LEFT: Vivienne Westwood and Malcolm McLaren (of Sex Pistols, and of Vivienne Westwood).



A Revolutionary is Born

There are few British designers, or brands, that have made quite as much of an impact on the fashion landscape as Vivienne Westwood. A fashion designer of both cult and commercial success (which is a rare combination), she was a punk and a pioneer, a rebel and a provocateur, an activist and a change-maker.

Over the course of a career that spanned half a century, Dame Vivienne Westwood would become synonymous with the British punk scene. Punk is what immediately springs to mind for most when her name is mentioned, along with the King's Road, corsets, platforms, tartan, crinolines, pirate boots, sustainability and climate change awareness. The list goes on. Her shows and interviews have become legendary – she is famous for using fashion as a platform to speak out on the issues she cared most about.

There is no doubt that Westwood's affinity for fashion history has helped her designs stand out. They are often historically informed, yet never to the point that they look odd. Where something shouldn't work, it always did, thanks to Vivienne's ability to balance the old with the modern – she was a genius when it came to style mashups. And the original Vivienne Westwood aesthetic rooted in a DIY approach never fully went away. Her designs feel intrinsically British and perfectly eccentric.

Westwood was the original multi-hyphenate and, in many ways, light years ahead of her time. She has inspired generations of designers that came after her, whether established and successful or aspiring and eager. Fashion critics even noted whiffs of her spirit at the London Fashion Week collections of autumn/winter 2023, which took place in February 2023, after her death. It's no wonder that her name is up there with the likes of Yves Saint Laurent, Christian Lacroix and the late great Karl Lagerfeld.



ABOVE: Vivienne Westwood takes her bow at the spring/summer 2018 London Fashion Week Men's collections, June 2017.

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Omega: The Story Behind the Style



Visual history of the iconic watch brand.

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Calvin Klein: The Story Behind the Style

JESSICA BUMPUS

Calvin Klein

The Story Behind the Style



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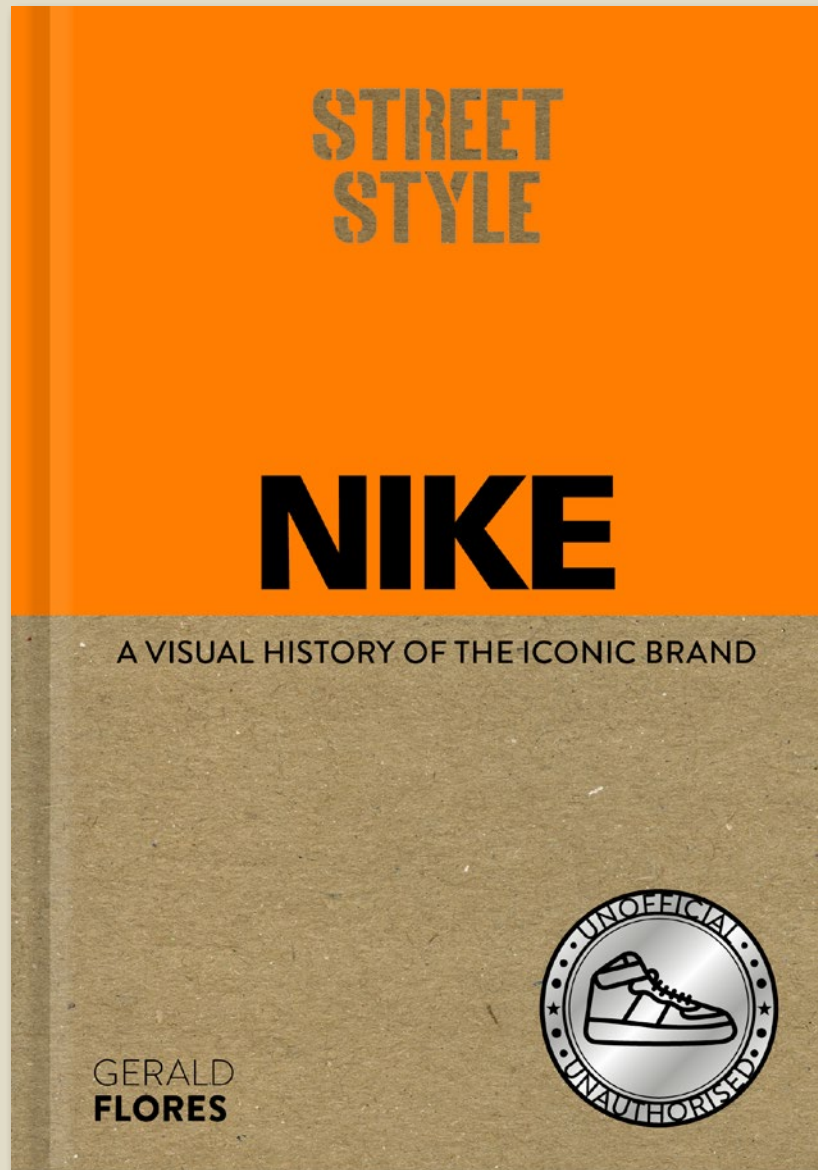
Visual history of the iconic fashion brand.

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- Illustrated with full colour photographs showcasing the brand's history.
- Cover finishes: mat lam and foil.
- Comp title *The Little Book of Chanel* has sold in excess of 70k copies TCM.

Calvin Klein: The Story Behind the Style

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Street Style: Nike



Visual history of the iconic street style brand.

- Illustrated with full colour photographs showcasing the brand's history.
- Cover finishes: mat lam and foil.
- Written by sneaker connoisseur Gerald Flores. With over a decade of journalistic experience, Gerald is fascinated by the people, designers and stories behind sneakers. He has interviewed personalities including Kobe Bryant, Tinker Hatfield and Virgil Abloh.

Street Style: Nike



Nike's terms included \$500,000 in cash for five years, an endorsement figure that was unprecedented in that era. The highest sneaker endorsement before 1984 was New Balance's deal with the Los Angeles Lakers' Larry Nystrom for \$150,000 a year for eight years. Other perks offered to Jordan included stock options and a custom-built shoe for the basketball player to play in.

There were some stipulations, however. Nike wrote a clause in the initial contract that required Jordan to accomplish one of three things - win NBA Rookie of the Year, to become an All-Star, or to average 20 points per game within his first three years. If Jordan didn't, Nike reserved the right to end the deal two years early.

By the time Jordan's first year in the NBA ended, he averaged 28 points per game after playing every game of the season. Not only did he win Rookie of the Year honors during the 1984-85 season, but the rising star became the darling of the League with his acrobatic style of play that made the name of his signature Nike shoe synonymous: Air Jordan.

Nike made over \$500 million in revenue thanks to the sale of Air Jordans by the end of that first year - a new industry standard for how trends would market, design and storytelling through signature products was set.

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Max Blackman's marketing campaign still made way for new icons to step in to advertise the Air Jordan 7. Bugs Bunny and the Looney Tunes. Among the number three Jordan, Bugs joined Jordan for a series of memorable commercials and print ads promoting the Air Jordan 7. One notable iteration of the shoe was a white-based colorway nicknamed 'Hare', paying homage to Bugs' involvement.

The Air Jordan 7 gained even more mainstream exposure when Jordan showcased the 'Bordeaux' colorway in Michael Jackson's music video for 'Scream'. This collaboration between the two biggest cultural icons of their time further solidified the Air Jordan 7's place in sneaker and pop culture history.



ABOVE: The Nike Air Jordan 7 sneakers, which were released in 1991, were the first Jordan 7 sneakers to feature the 'Hare' colorway. Bugs Bunny also appeared in an original commercial for the shoe in an animated form.

OPPOSITE: Michael Jordan wearing the 'Bordeaux' colorway of the Air Jordan 7 sneakers during a game. The sneakers, which were released in 1991, were the first Jordan 7 sneakers to feature the 'Bordeaux' colorway.

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Nike Air Max 180

The Nike Air Max 180 was a collaborative effort between two giants in the footwear design industry: Timberland and Bruce Kilgore. At the time of its creation in 1991, Timberland was renowned for his groundbreaking work on previous Air Max models, pushing the boundaries of sneaker design and technology. Meanwhile, Kilgore had achieved legendary status for his iconic creation, the Air Force 1. Together, they set out to make Air Max bigger and better than it had ever been.

The duo's goal for the shoe was to once again make Nike's patented Air technology larger and more visible than it had ever been. To achieve this, they based it on a horseshoe concept for the Air unit, which allowed for increased visibility along the sides and underfoot of the shoe. They utilized a time-molding process to create a version of the bag that provided maximum visibility and impact absorption. Moreover, the Air 180 was the first shoe to feature a swoosh on the outside midsole.

directly to the Air unit, further enhancing its visibility and performance capabilities. The heightened visibility of the Air technology directly inspired the name Air 180.

During a period when Michael Jordan's endorsement could significantly impact any product, he was photographed wearing a pair of Nike Air 180s in the 'Concept' colorway for a photo shoot preceding the 1992 Olympics. This high-profile shoot provided the Air 180 model with exposure to a wider audience and bolstered its mainstream appeal.

While the Nike Air 180 didn't initially receive the same level of fanfare as its contemporaries, its significance and appreciation have grown considerably over the years. As time has passed, the Air 180 has emerged as a standout and essential release within the Nike Air Max series.



OPPOSITE: The Nike Air Max 180 is a unique collaboration of sneaker design and technology.

LEFT: Designer and former Nike collaborator Sean Watters is seen working on the Nike Air Max 180 in 2001.



'Well, I don't love it,' Knight was heard saying upon the first review. 'But it will grow on me.'

The Swoosh definitely grew on Knight as the shape also bore a resemblance to the wings on the Greek goddess that Nike was named after. It would go on to become one of the most well-known logos in the world.

While Davidson was initially paid just \$35 for her design, Knight saw her as one of the original minds behind the brand and wanted to acknowledge this. In 1983, the founder rewarded Davidson with 500 shares of Nike, as well as a golden ring

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with a Swoosh-shaped diamond, which is possibly the biggest remuneration for any logo design in history.

The marking is such a part of Nike culture that every new athlete that signs with the brand is tasked to draw their own version of the Swoosh. There have been different evolutions of the Swoosh and you can see the various iterations if you look through Nike's back-catalogue of products. Designer and Nike collaborator Virgil Abloh nodded to Davidson's original Swoosh design on the cover of his book *Something's Off* and the marking has been reversed on signature product for eccentric players, like Dennis Rodman's Air Darwin sneaker. But the essence of the Swoosh remains in its simplicity, its elegance and the way it represents movement.

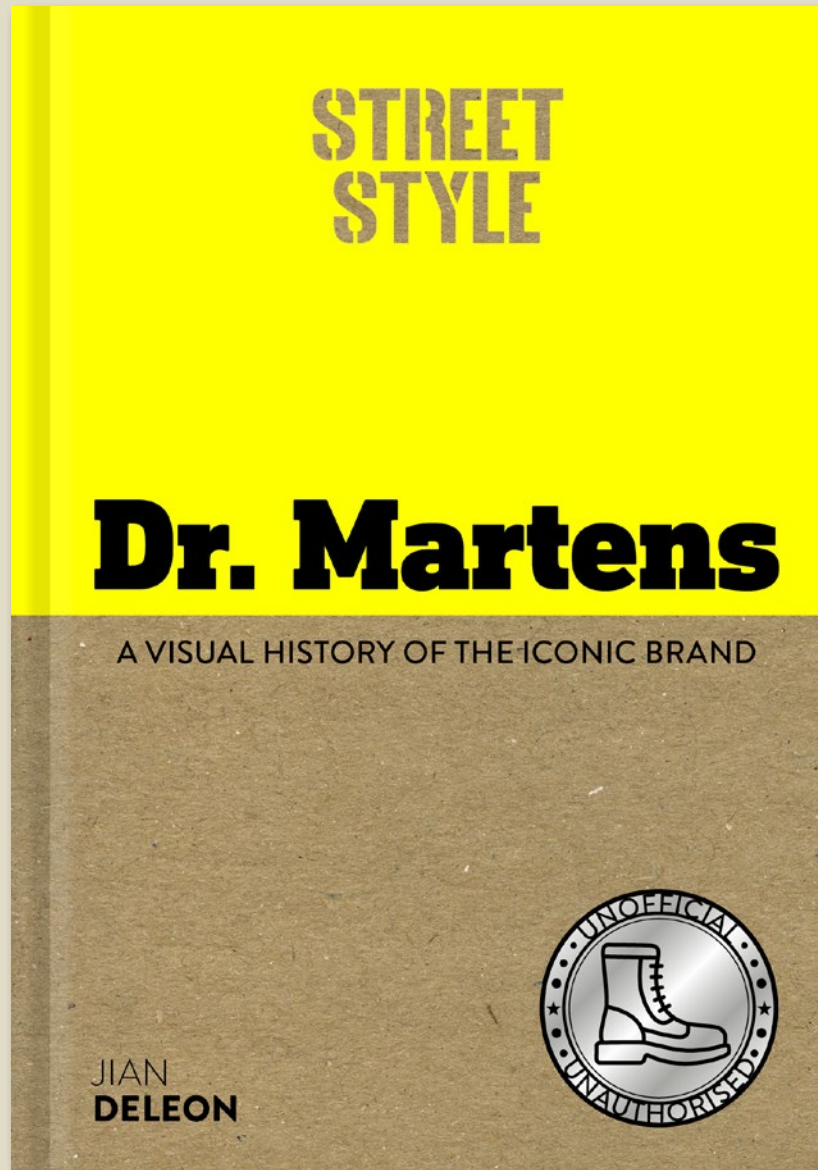
OPPOSITE: Gianni Antetokounmpo's first signature sneaker implemented its performance features in the midsole in the shape of a reverse Nike Swoosh.

ABOVE: A lightning bolt effect on the Nike Swoosh printed on a pair of track spikes.

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Street Style: Dr. Martens



Visual history of the iconic street style brand.

- Illustrated with full colour photographs showcasing the brand's history.
- Cover finishes: mat lam and foil.
- Written by Jian DeLeon, the editorial director for Highsnobiety. Jian is an expert on the intersection of streetwear, sneakers and luxury fashion. He co-hosts 'The Dropcast', Highsnobiety's weekly news podcast,

Street Style: Dr. Martens



The original pair of Dr. Martens' AirWair shoes were still a far cry from the instantly recognisable models the brand is known for today. The uppers were much more minimal in decoration and the soles were much wider with a very visible contrast thanks to a lighter coloured sole.

The first mass produced designs have more in common with a modern-day hybrid dress shoe than the sleek, utilitarian shapes of popular Dr. Martens styles, now set atop a semi-transparent lug sole. Perhaps the unintentionally fashion-forward aesthetic is one of the reasons why women gravitated towards them long before most conservatively-dressed men did. It's hard to imagine one trying to pull these off within the strict dress codes of the 1950s, when leather-soled, dark hard bottom footwear was still the norm for doing business. But looking back now, it set the perfect stage for what Dr. Martens would become: the ultimate anti-dress shoe.

LEFT: A modern pair of Dr. Martens 1460 boots.



The Birth of Bouncing Soles

Now that you've briefly had a glimpse at Dr. Martens' future, it's time to rediscover the past. How did a German town-based business so distinctively British? That story begins in 1901. A man named Benjamin Griggs and his business partner, Ephraim Jones began a company to manufacture boots in Wollaston, north Northamptonshire. By 1903, they had incorporated as R. Griggs & Co. Ltd., eventually becoming the R. Griggs Group.

In just a couple of decades, Wollaston had become one of England's shoemaking capitals. As early as 1881, one of its shoe factories was established as a workers' co-operative of local cobbleries (incidentally 'The Buffers'), and it was even today as the Northamptonshire Productive Society, still making shoes as 1920s, where it manufactures many well-known high-end footwear brands.

But the R. Griggs Group continued to flourish well into the 1950s under the leadership of Bill Griggs, who inherited the family business around that time. His fortune would grow even more when he decided to take a risk in 1959. Backing on the success of their fledgling footwear business, Dr. Klaus Martens and Dr. Robert Fark began soliciting advertisements for Dr. Martens' AirWair shoes in international magazines. Griggs saw the fit in this innovative air-cushioned sole by two German doctors and instantly recognised its potential. After

all, having grown up in factories his whole life, he understood the need for sturdy, robust work boots, but also knew how uncomfortable they could be.

Ironically, the rest of his family disagreed with his foresight, seeing the air-cushioned sole as a gimmick, the kind of fad in the past that would fade out over time while leather-soled boots would be around forever. But he treated his intuition and went ahead to meet with Dr. Martens and Dr. Fark, later developing a rapport with them and taking the exclusive licence for their AirWair-soled shoes in the United Kingdom.



ABOVE: Bill Griggs, longtime owner of the R. Griggs Group that went on to own all of Dr. Martens.

Mod Squad

One of the most prominent British music subcultures to arise in the 1960s and early 1960s was the Mod subculture – or 'Mod' for short. Musical taste was just one part of the complete lifestyle. Mods were dressed with clean-cut fashion pieces like polo shirts, suit jackets and military issue M-51 field jackets, especially ones embellished with the signature roundel of the Royal Air Force. It was a subculture focused on executing everything with intention – the hair you had, the clothes you wore, the music you listened to and the scooter you drove.

As avid fans of The Who, it's no surprise that Dr. Martens became an inimitable part of Mod's uniform. The sleek lines of the boots looked good with suits and usually complemented the minimalist style of the subculture and could also be worn on the Mod vehicle of choice: the Vespa scooter.

RIGHT: Two scooter-riding mods take a breather outside Haringey's Alexandra Road in 1965.



The Spring Behind Every Step

It's hard to believe that an orthopaedic shoe could be synonymous with rebellious style around the world. Yet that is what the Dr. Martens brand continues to represent to millions of its ardent fans.

It can be challenging to maintain one's cool factor over the decades, but by intentionally aligning itself with subcultural style, the nearly octogenarian footwear manufacturer hasn't lost a single step when it comes to cultivating an alternative type of timeless footwear. Considering the United Kingdom also has a rich history of fine Savile Row tailoring, Scottish wools and ruggedly elegant Harris Tweeds, fashion houses like Burberry and tastefully tough outerwear from brands like Barbour, Dr. Martens is singular in that canon of classic British style. Indeed, Dr. Martens is a staunch iconoclast, a bastion of anti-establishment ideals for people who prefer to dress against the grain.

But despite the modern connotation of what Dr. Martens has become, its roots are built on a comfortable foundation. Dr. Klaus Martens first conceived of the footwear's signature 'AirWair' sole while recuperating from a World War II foot injury.

Finding his standard-issue German Army boot severely uncomfortable for his ailing foot, he utilised soft leather for

the upper and repurposed tyre rubbers to create an air-padded sole. The resulting shoe is equal parts built to last and equal parts built to live in. It's no wonder that punk rockers and hip-hop artists alike have graced thousands of stages in a pair of Dr. Martens over the years – it's a shoe made for those who live out loud. The story of how a purpose-driven product came to define one of today's most exciting lifestyle brands is one that spans a growing connection between clothing and culture. When you combine a timeless product with a chameleon-like ability to mean different things to different people, you get a shoe that is undeniably trend-proof.



ABOVE: A classic pair of Dr. Martens 1460 boots, broken in with wear.

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