Ultimate and unprecedented, American Fashion is a richly illustrated celebration of the history of fashion in this country. Commissioned by the Council of Fashion Designers of America (CFDA), AMERICAN FASHION is a visual journey beginning with the protean creators in Hollywood and New York during the 1930s and the significant and creative expansion that took place in the years surrounding World War II.

My Personal Review:
If fashion is your addiction, meet your quick fix. This book is beautiful, accessible and comprehensive. For all students, followers, trend-setters of fashion design and style, it would make a wonderful addition to your library.

It must be stated that the book is more a look into American fashion designers, from the end of the 1920s to 2007, than American fashion itself. After all, the book is published by the Council of Fashion Designers of America. The best way to analogize how this fact affects the book is to compare it to a history of American Cinema, published by the American Academy Motion Picture Arts and Sciences (the Oscar-awarding organization.) This absolutely colors, biases and focuses the approach the book follows into what is by definition a vast subject. Throughout, it places the designer as the determining and dictating factor of style within the culture. Whether it makes a good argument for this is up to you to decide... Nevertheless, I am of the opinion that this helps keep the book focused, yet detailed.

The photography included in the book is exquisite and sharp. Especially true of the mid-century photography, it far exceeds the quality of that available in vintage fashion magazines.

Whether you are a novice/hobbyist or an established member of the industry, this is a delightful, insightful and thorough look at the subject. Even if its true title should be American Fashion Designers: An Illustrated History.

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