Rock & roll is about sensual transcendence--about uproarious sounds and incredible visual drama. As the lights come up and the band hits the stage, the first impression is of what the musicians are playing--and what they're wearing. Now, from Tommy Hilfiger, the fashion designer most embraced by popular musicians in the 1990s comes this compelling revue of rock style--the clothes musicians have worn for the stage and camera and for sheer, outrageous fun--from the 1950s to right now.

From the patched jeans and fringe leather of Neil Young to the chameleonic transformations of David Bowie, the looks musicians have defined for themselves is as integral a part of their message and artistic identity as their music.

Drawing on an assembly of brilliant, many rarely seen images from rock's best photographers, Hilfiger (working with renowned music journalist Anthony DeCurtis) guides readers through the wild visual world of artists whose sartorial coolness has defined what's hip. Focusing on the icons of rock, hip-hop, pop and R&B who have daringly pushed the edges of fashion and set trends--icons like Jimi Hendrix, Mick Jagger, David Bowie, Madonna and Prince--Hilfiger offers unique insights and sharp anecdotes to tell the ongoing, ever-evolving story of rock style.