



Less is More: Minimalism in Fashion

By Harriet Walker

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When it comes to dress, less can most definitely be more. In this striking new book, journalist Harriet Walker surveys one of the most wide-reaching movements in fashion. Minimalism has its roots in the early twentieth century, when women's clothes became pared down and practical after centuries of complex construction. Walker reviews the work of designers who, over the decades, have adopted minimalist principles in their work, from Coco Chanel, who liberated women from Edwardian formal dress, to Donna Karan and Jil Sander, whose workwear offered women a feminine but credible alternative to power dressing; and from the avant-garde style of Japanese masters Rei Kawakubo and Yohji Yamamoto to contemporary interpretations by Gareth Pugh, Roland Mouret, COS and Zara. With 250 colour illustrations, including specially commissioned photographs, *Less is More* is the engaging story of an abiding aesthetic that has subtly shaped modern fashion.

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Editorial Review

Review

... a stunning collection of designers, with fashions that you will never see anywhere but a museum or catwalk ... a magnificent volume, to be enjoyed by everyone interested in fashion, style and couture. — *Technorati*

This study of minimalism in fashion includes fabulous archive shots, dress sketches and catwalk pictures. — *Sunday Telegraph, Stella Magazine*

... this intriguing hardback is the definitive guide to minimalism in fashion. — *Another Magazine*

For a definitive guide to pared-down style, read *Less is More: Minimalism in Fashion* by Harriet Walker (Merrell)... — *Elle*

A definitive and intellectual yet accessible guide to minimalism in fashion, Harriet Walker's examination of the concept is comprehensive. — *The Scotsman*

About the Author

Harriet Walker writes on fashion for The Independent newspaper, AnOther Magazine and SHOWstudio.com. She has also contributed to Glamour magazine and Dazed Digital.

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