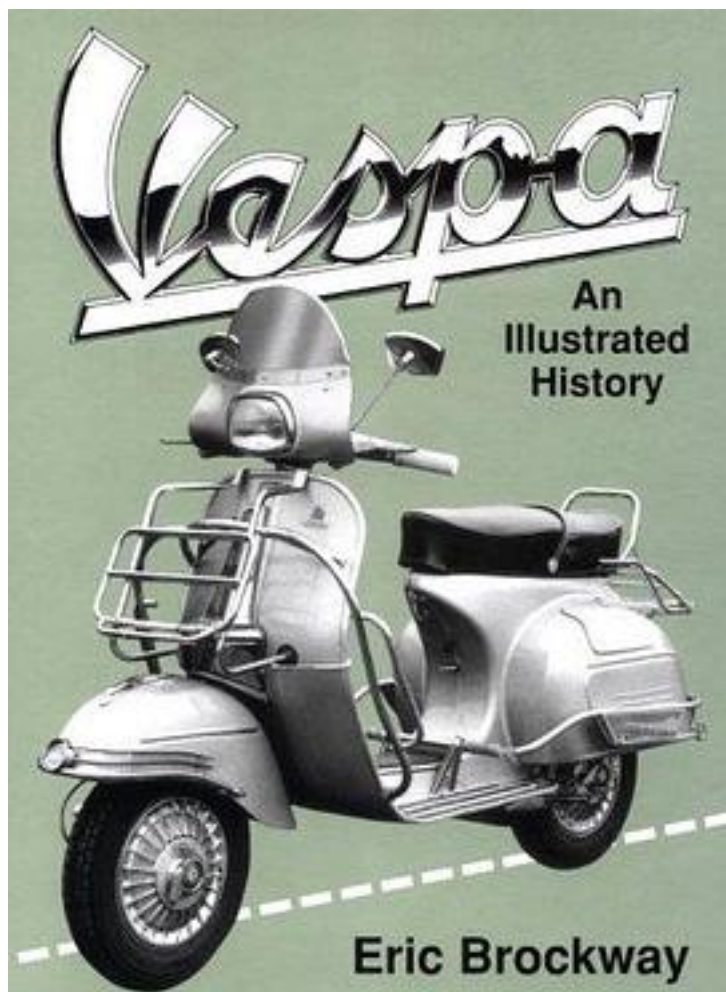


# Vespa



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In the fashion capitals of the world, the Vespa motorscooter is a necessary lifestyle accessory. And those who are not Vespa owners are Vespa admirers. From the classic

romance of Roman Holiday to the defiant non-conformity of the Mod and Punk scenes, and today's hipsters, the Vespa has become an icon of adventure, style, and "coolness." Like so much Italian design, the Vespa's form is sensual and sleek, and even after 60 years, its retro lines continue to seduce and excite. This eco-friendly darling of fashionistas and celebrities (Gwyneth Paltrow, Robert DeNiro, and Lenny Kravitz all have one) is the perfect antidote to city congestion, and makes getting to your next gallery opening, movie premier, or market, fast and fun. Vespa is a celebration of the scooter's history. Containing over 200 images, the book covers the technical evolution of the Vespa—first built in 1946 by the aircraft manufacturer Piaggio—through 138 successive models and versions (including the short-lived Vespa car). The book is also a look at the iconic vehicle's significant role in society and its impact on popular culture through today. Vintage advertising, copiously reproduced throughout this treasure trove of all things Vespa, embodies the uniquely European aesthetic and Italian vitality that is at once exotic and familiar to everyone.

作者介绍:

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