

# Capture Your Style



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From Instagram star Aimee Song, creator of the popular fashion blog Song of Style, comes the very first how-to Instagram guide, breaking down the essentials to taking gorgeous photos and building your brand and following.

With over three million Instagram fans, Aimee Song knows a thing or two about taking the perfect Instagram photo. And Instagram is so much more than a platform for pretty pictures. It's the fastest-growing social media network with an engaged community, a major marketing tool for brands, a place where Beyoncé drops her albums, and a hub where products can be bought with a simple double tap. Including everything from

fashion, travel, food, décor, and more, Aimee includes insider tips on curating a gorgeous feed and growing an audience.

In this ultimate how-to Instagram guide, you'll learn:

- How to brighten, sharpen, and filter your photos
- The best apps and filters
- How to prop and style food and fashion photos
- Ways to craft your voice and story on Instagram
- How to gain more Instagram followers
- Secrets behind building a top Instagram brand
- How to transform an Instagram hobby into a successful business
- Tips for driving revenue based on your following

Capture Your Style will empower you to become your own master mobile photographer, whether you're looking to launch an e-commerce business or simply sharing a gorgeous meal with your friends, turning even the most mundane moment into Instagold. This is a must-have reference for anyone interested in the ins and outs of stylish personal branding.

作者介绍:

Aimee Song is the blogger behind Song of Style, a popular fashion and interior design blog. With over three million Instagram followers and four million monthly views to the website, she's been featured on the Forbes 30 Under 30 list and has collaborated with luxury and commercial brands including Michael Kors, Diane von Furstenberg, Tiffany & Co., Elle Magazine, Maybelline, L'Oréal, Roxy, Seven For All Mankind, Gucci, Valentino, Macy's, Bloomingdale's, Express, Nine West, TopShop, Levi's, Chloé, Marc Jacobs, Gap, eBay, Dolce & Gabbana, CoverGirl, and more. Aimee also runs an interior design business, Song of Style Design, and frequently appears on national television spots for CoverGirl, E!, MTV, and more. She lives in Los Angeles.

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标签

时尚

时装

Lifestyle

女性

生活

旅行

图-摄影-摄影设计

图-摄影

评论

里面有几张图片很不高清让我觉得有点不满意

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在台南誠品書店粗略讀了一下，台版，非英文版

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好几张都好好看我怎么就拍不出

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instagram 摆拍必备

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Easy, helpful and informative.

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标题中showcase这词儿用得特别妙 本想研究一下全民学做网红的这个现象打开这本书没想到人家真的就老老实实写了各种拍照方法和instagram技巧 其他的内容（比如做博主的感悟什么的）硬是一点没讲

不仅仅是运营一个社交媒体账号，Aimee Song算是真实展示从兴趣和幸运，到流程化管理、专业化经营的过程。另一个例子是年初读到一个博主梳理自己写作寻找话题到输出的全过程。真的感慨，看起来的effortless都是spare every effort来的。兴趣只是给你动力，但只有兴趣是走不远的。

知识性的传播稍微有点局限性了，实用不是很强，没有想象的写得好。也许是很多是大众已经知道的？也许是因为我读的书中文版？翻译的比较烂？

用图片讲故事，搭配，重点和细节，构成Instagram风格

看到标题望文生义，以为是关于服装搭配的书，看了才明白应该是一本blogger的经营指南，怎么发有美感的动态，怎么起一个有个性标识的名字，etc…非常在意社交网络形象的话，可以一看

关注song很久了，虽然现在不是特别喜欢她的style，但是还是分享了很多实用的东西

很有意思，但是，我们并没有ins（微笑）看的台版，被翻译成百万粉丝养成术，主要是教你怎么运营ins粉丝，怎么拍ins照片。

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## 书评

一本【长得很好看】的书。内容比较简单，是博主Aimee Song分享她的拍照、社交媒体运营等经验。不过主要是针对Instagram来展开的，可能

和国内的博主经济不大一样。  
书的装帧和纸张挺精美的，摆拍也很上镜，不过内容就一般般了。一本不错的咖啡桌读物~ 拍了个翻书视频 「Cap...

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