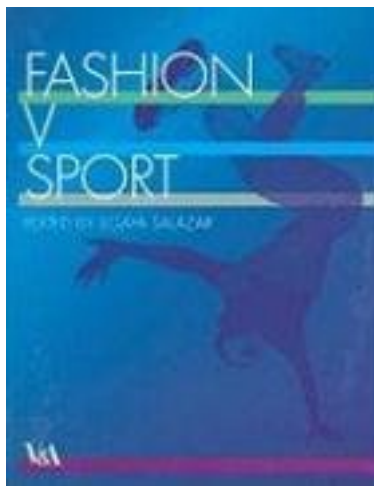


Fashion v Sport



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著者:Ligaya Salazar

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From Chanel's surfboards and Yohji Yamamoto's collaboration with Adidas, to sports celebrities such as David Beckham heading fashion campaigns, recent developments have seen fashion designers engaging actively with sportswear brands and vice versa.

This cutting-edge book takes a fresh look at the relationship between the global industries of fashion and sports, including high-performance textiles developed for competition that are adapted by designers, filtered through advertising and magazine imagery, and finally adopted by consumers to form their own unique statements. Stunning images from sports, advertising, street fashion, and the catwalk illustrate how prominent male and female athletes, designers, creative directors, and journalists are inspired by—and sometimes even inspire—fashion today.

作者介绍:

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标签

评论

有些地方的解释太过牵强附会了，反倒是Mark Simpson最后的那段Sporno分析是最大的亮点。

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书评

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