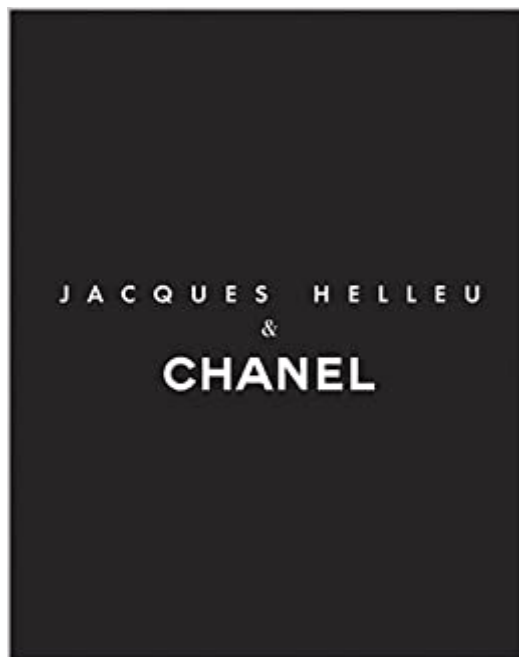


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Jacques Helleu & Chanel



Synopsis

Jacques Helleu is the eye behind the House of Chanel's enduring image, having explored the meanings of this legendary brand in daring commercials and fabulous print ads for the past 40 years. He has given tangible, glamorous shape to the essential mystique of Chanel's perfumes, by bringing together artistic luminaries (from photographer Helmut Newton, to director Baz Luhrman, to actress Catherine Deneuve, and countless others) and masterfully guiding the creative combustion that has resulted. This beautifully designed and lavishly illustrated volume tells the story of Helleu's vision. Stiletto magazine founder Laurence Benaïm's foreword puts Helleu's grand influence into perspective, and Helleu himself presents four decades of inspiration, arranged from A to Z in themes, including: Allure. Coco. Egoïste. Femme. Goude. Joaillerie. N° 5. Newton. Penn. Proust. Rouge. Séduction. Style. Temps. Vitesse. Warhol.

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Customer Reviews

Jacques Helleu joined the house of Chanel at the age of eighteen. In 1965 he took over responsibility for promotion, and he currently serves as Chanel's artistic director. He lives in Paris. Journalist Laurence Benaïm founded Stiletto in 2003, and is the magazine's editor in chief. She lives in Paris.

Simple review: I enjoyed reading this book, even though it's mostly a visual book. Great visuals. I love the historic, but intimate read into the Helleu's family natural talent and business savvy for creativity.

I have long been a commercial photographer, and I'm yet to find a more inspiring book than this one. With the turn of every page I hear a calling to get up, grab my camera, and do something about it. Finally a compilation of one of the most artistically marketed brands around. Bravo!

This is a brilliant book full of gorgeous photography chronicling Chanel's ad campaigns over four decades. The book is large and very heavy, the photos both color & b/w are large and crisp printed on high quality paper. The majority of the book is visual but the first part is an introduction detailing Mr. Helleu's life and career. The rest of the book is an illustrated encyclopedia from A-Z detailing the various artists and themes used in Chanel's campaigns. This is a highly recommended book for Chanel's fans and all those interested in beautiful fashion photography. The book would also make a great coffee-table book as it is relatively heavy for book shelves. N.B. The book comes in a sleek thick black slipcase, while the book itself is white.

The book is large and beautiful but mostly contains pictures of various models used by Chanel. There wasn't any photos of Chanel. Not what I expected.

Beautifully bound book in white with a sturdy black hard cover, its stunning and the book itself is no disappointment with loads of photographs and information. definitely worth the buy.

This book is loaded with photos as well as personal and professional information. I devoured the book when I got it and could review it on a daily basis --it's so fun! And pretty!

Chanel is one of the world's most recognized brands, particularly within the luxury arena. I found this volume gorgeous from its presentation to its textual consideration of a very important brilliant individual behind-the-scenes. I highly recommend this volume.

This book in a slipcase is a treasure trove on the creative published ads by the "Eye of Chanel" Jacques Helleu creative genius for the famed fashion house. A beautiful coffee table book for the stylish home, most definitely recommended to all Chanel Lovers.

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