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Hermès – The Birkin Bag

The Epitome of Style

Chiara Pasqualetti Johnson

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- Original, engaging text enriched with over 100 images
- A new series on objects of desire: compact format, attractive retail price, ultra-modern design
- Bestselling author already translated into more than 12 languages
- The ultimate photographic book of the Hermès Birkin Bag

Hermès – The Birkin Bag from the *Icons of Style* series tells the story of a handbag that began life as an accessory and became a near-mythical luxury. Born in a chance encounter between the Hermès CEO and the actress Jane Birkin, the Hermès Birkin Bag always carried a trace of destiny. This book features details of the production process, collectors' guides and the privileged few whose patronage of the Hermès brand affords access to the ultimate status symbol, including Victoria Beckham, Lady Gaga, Travis Scott, Heidi Klum and more.

Icons of Style is a new series celebrating the objects that changed the way we live, dream and desire. Each compact, elegant volume tells the story of a timeless icon through engaging texts and more than 100 evocative images. From the revolutionary allure of Chanel N°5, the perfume that defined modern femininity, to the legendary Hermès Birkin Bag, the world's ultimate symbol of luxury and status, these books reveal the origins, secrets and cultural impact of fashion's most coveted creations. Perfect for collectors, fashion lovers and design enthusiasts.

Chiara Pasqualetti Johnson is a journalist and author, who for more than 20 years has written about art, lifestyle, travel and fashion in Italian magazines, including *Dove, Arte, Antiquariato* and *Bell'Italia*. Her books have been translated from Italian into numerous languages and include *The Most Influential Women of Our Time* (2024); *Coco Chanel: Revolutionary Woman* (2021); *Jackie: Life and Style of Jacqueline Kennedy* (2023); *Frida: Woman, Artist, Icon* (2024); and *Marilyn: Goddess. Diva. Woman* (2025). In 2021, Chiara was listed among the 100 Wonder Women of the year by Forbes Italia.

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