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London. In Fashion

Pierre Toromanoff

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- Part of the bold, inspiring fashion and travel series that includes *Paris. In Fashion* and *New York. In Fashion*
- A thrilling visual confection - vivid photography of runway shows, street fashion, designer boutiques, standout accessories, and famous fashion emporia
- London is a unique hub of fashion expertise, innovation, creativity, and emerging talent - from Twiggy and the explosion of the Swinging Sixties, to global brands like McQueen, Stella McCartney, Sarah Burton, Vivienne Westwood, Burberry, and many more

London is the most diverse of all the great fashion megacities, drawing from a vast palette of cultures, artistic disciplines and historical references to produce some of the world's best loved and most influential trends. From the flappers of the 1920s to the swinging '60s, from punks and new romantics to the 21st-century modes of sustainability and representation, the storied British capital has made a habit of crystalising youthful rebellion by wearing its identity on the outside. Home to Vivienne Westwood, Burberry and Palace, iconic stores like Harrods, Harvey Nichols and Selfridges, as well as some of the most famous fashion streets on Earth, including Carnaby Street, King's Road, Savile Row and many more.

London. In Fashion is an unmissable opportunity to walk among London's trendsetters without leaving your own home.

From Paris and New York to more surprising hotbeds of style, the *In Fashion* series invites you to discover the most fashionable locations in the world. Covering high fashion, classic street style and trendsetting people, as well as interiors, streets, shops and more, each beautifully presented volume offers a unique glimpse into the clothes and fashion culture of a distinct and remarkable destination.

Perfect for fans of fashion and travel.

Having studied mathematics and Slavic languages in Paris, **Pierre Toromanoff** (b.1969) went on to work at the cultural department of the French embassy in Russia from 1991 to 1994, before finding his way into book publishing. He worked as an international sales manager and then as managing director for several renowned art publishers for over 20 years. He is the co-founder of Fancy Books Packaging, a creative agency for illustrated books, and has authored several publications on fashion, lifestyle, visual arts and pop culture.







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