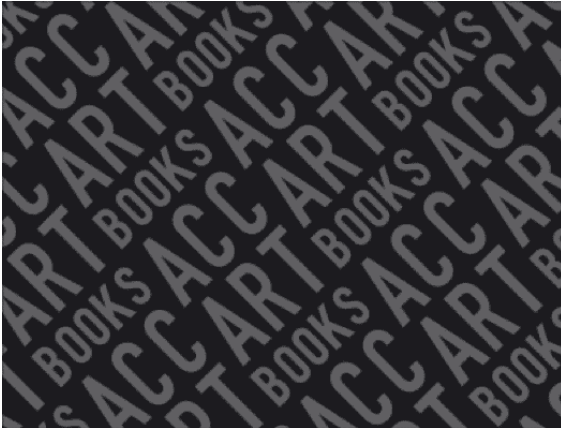




Rio. In Fashion

Pierre Toromanoff

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- Part of the bold, inspiring fashion and travel series that includes *New York. In Fashion*, *Milan. In Fashion* and *Copenhagen. In Fashion*
- Compelling narratives and beautiful photographs of one of the world's foremost city destinations, whose burgeoning Fashion Week is fast turning heads in other major fashion cities
- Rio's effortless flare is legendary and the city's monuments, both natural and manmade, are among the most instantly recognisable in the world

Rio de Janeiro is one of the world's most instantly recognisable cities. From Christ the Redeemer to the Copacabana, Sugarloaf Mountain to the heart of the carnival, Rio is a paragon of South American style in its own right and a beloved destination for travellers. **Rio. In Fashion** is an unmissable opportunity to deep dive the Brazilian city's stylish side, including the history and resurgence of Rio Fashion Week, the flare of local dress codes, the high-end boutiques of Ipanema and Leblon, the sprawl of the favelas, the monumental post-colonial architecture and more. All from the comfort of 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.