



The Fashion Yearbook 2021

Best of Campaigns, Editorials, and Covers

Fiona Hayes

Julia Zirpel

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- The best of the international fashion scene from the last year
- Impressive images of the fashion series, covers and campaigns, accompanied by expert assessment
- Top-class jury including, amongst others, the former Editor in Chief of *American InStyle*, Ariel Foxman, and street style icon Veronika Heilbrunner
- A unique overview of the global fashion year

The international fashion world is not only a hotbed of creativity, but also a fast-moving and mercurial one. This book cherry-picks some of the most intriguing editorials, covers and campaigns of 2020 – and places them within the zeitgeist. In a year in which the carpet was swept out from under us, the sudden loss of stability also gave rise to new creativity, freedom, and surprise as fashion magazines began taking a more active political stance. Presented here in detail are the inspiring minds – photographers, stylists, models, editors, et al. – behind this sudden change in paradigm.

This compilation was selected by an international jury of 12 that includes Ariel Foxman, former Editor-in-Chief of *InStyle*, Donald Schneider, former art director of *French Vogue* and creative mind of the H&M designer collaborations, Sara Maino, Deputy Director of *Vogue Italia* and head of *Vogue Talents*, and street-style icon and influencer Veronika Heilbrunner.

The Fashion Yearbook 2021 is a précis of the protagonists behind the scenes in an impressive illustrated book – a new standard work for the fashion industry.

Julia Zirpel has more than 20 years' experience as a fashion editor and director of magazines such as *Interview Germany*, *Myself* and *Cosmopolitan Germany* and more recently as an editorial director at the KaDeWe luxury department store. Based in Munich, Julia is a freelance content director, and founder of the sustainable fashion e-commerce platform thewearness.com.

Fiona Hayes is a designer, art director and lecturer with three decades of international experience in publishing, art and fashion. A former art director of ten magazines, including *Russian Vogue* and *GQ India*, she has been involved in the launch of 14 titles for Condé Nast. She is currently based in London and Paris.