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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.

## Book Information

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## Customer Reviews

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!

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.

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.

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.

A must have for any collector of fashion books. great format, great layout and of course amazing pcs from the long history of this iconic company

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