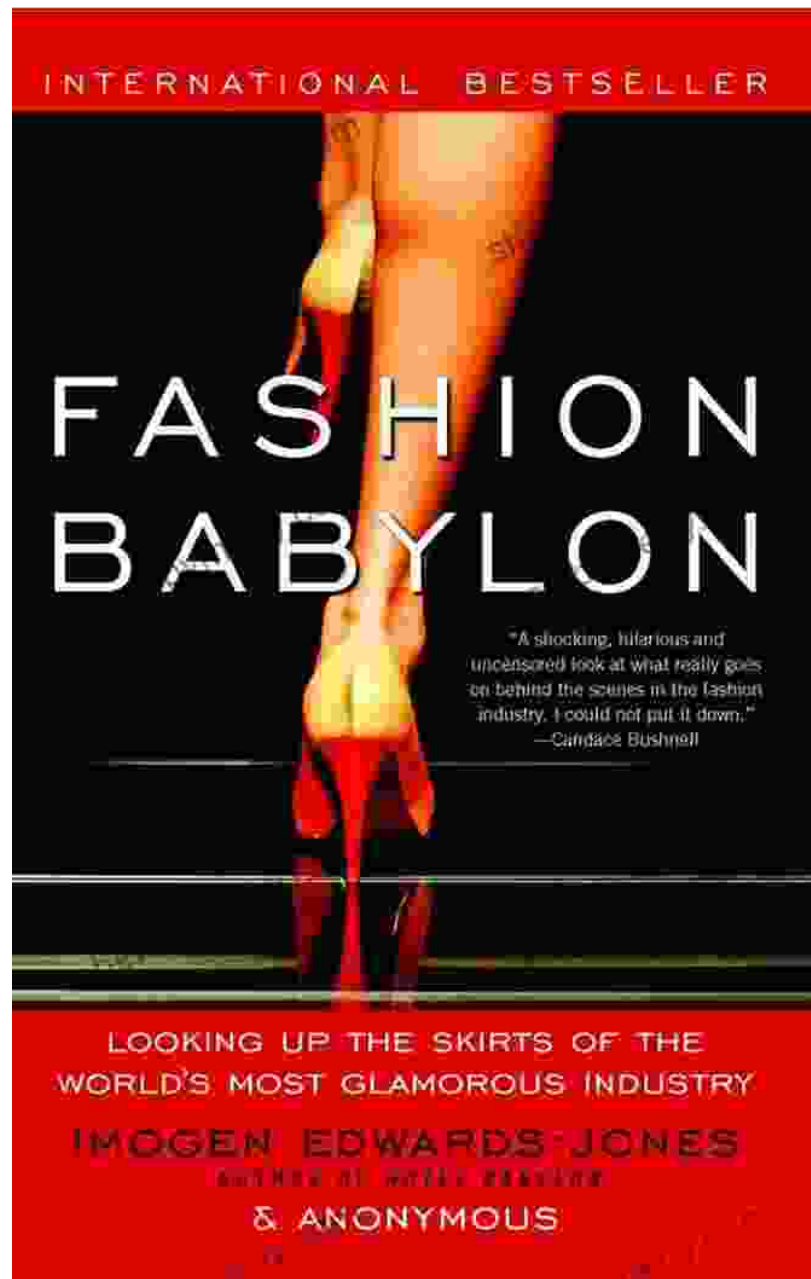
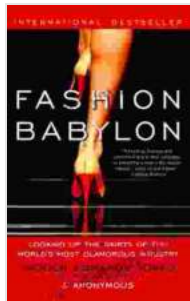


# Delve into Fashion Babylon: A Captivating Tale of Scandal, Ambition, and the Birth of the Supermodel



Imogen Edwards-Jones's "Fashion Babylon: The World of International Modeling" is an enthralling and provocative account that unveils the

glittering yet often tumultuous world of high fashion. From the opulent runways of Paris to the cutthroat streets of New York, Edwards-Jones delves into the lives of the supermodels, designers, and powerbrokers who shaped the fashion industry in the 1980s and beyond.



### **Fashion Babylon** by Imogen Edwards-Jones

★★★★☆ 4.2 out of 5

- Language : English
- File size : 647 KB
- Text-to-Speech : Enabled
- Screen Reader : Supported
- Enhanced typesetting : Enabled
- Print length : 338 pages



## **The Rise of the Supermodel**

The 1980s marked a seismic shift in the fashion industry. Models transformed from mere clothes hangers into global icons, gracing covers of magazines and becoming household names. Edwards-Jones captures the meteoric rise of supermodels such as Gia Carangi, Christy Turlington, Naomi Campbell, and Cindy Crawford, exploring their personal journeys, struggles, and triumphs.

She delves into the factors that propelled these women to stardom, including the rise of celebrity culture, the demand for glamorous and unattainable beauty ideals, and the advent of MTV and other mass media platforms that amplified their visibility.

## **Scandals and Excess**

Alongside the glamour and success, the fashion world was also plagued by scandals and excess. Edwards-Jones exposes the dark underbelly of the industry, recounting tales of drug addiction, eating disorders, and sexual exploitation. She sheds light on the pressures and temptations that supermodels faced, highlighting the vulnerabilities that often accompanied their elevated status.

However, Edwards-Jones does not shy away from the agency and resilience of the models she profiles. She reveals how they challenged conventional beauty norms, pushed boundaries, and ultimately empowered themselves despite the challenges they encountered.

## **The Fashion Industry's Evolution**

"Fashion Babylon" also examines the evolution of the fashion industry itself. Edwards-Jones traces technological advancements such as photography and television, which allowed designers to showcase their creations to a wider audience. She explores the rise of fast fashion and the changing power dynamics between designers, models, and the media.

Moreover, Edwards-Jones analyzes the social and cultural impact of fashion in the 1980s and beyond, demonstrating how it reflected and shaped the changing values, aspirations, and aesthetics of the time.

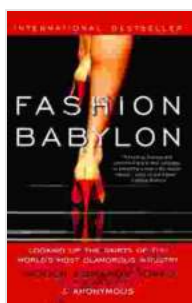
## **Legacy and Relevance**

The legacy of the supermodels and the tumultuous era depicted in "Fashion Babylon" continues to resonate today. Edwards-Jones argues that the fashion world of the 1980s laid the foundation for the modern industry, with its focus on celebrity endorsements, the cult of beauty, and the intersection of fashion, entertainment, and advertising.

The book remains relevant to readers interested in fashion, culture, and social history. It offers a captivating glimpse into a transformative period in our society and serves as a cautionary tale about the perils and opportunities that fame and fortune can bring.

"Fashion Babylon" by Imogen Edwards-Jones is a definitive and captivating account of the high-stakes world of international modeling in the 1980s. Through a blend of meticulous research and personal anecdotes, Edwards-Jones uncovers the scandals, excesses, and triumphs that shaped the fashion industry and left a lasting legacy on our culture.

Whether you're a fashion enthusiast, a lover of history, or simply seeking an engrossing read, "Fashion Babylon" is a must-have for your bookshelf. Its lively prose and compelling narratives will transport you to a glamorous and often unforgiving world where ambition, glamour, and excess collide.



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