



Style Diaries: World Fashion from Berlin to Tokyo

Simone Werle

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The most exciting innovations in fashion are happening off the runway and recorded in the online diaries of trend-setters from around the world.

The real movers and shakers in the fashion world aren't sitting in the front rows of runway shows or presenting their collections during fashion week. They are flipping through the racks of vintage stores, plundering their parents' closets, and scouring eBay for shoes. They are also blogging about their ideas and finds on the web--part of a complex network that is a breeding ground for ideas for the fashion industry. Style Diaries features nearly fifty of today's most compelling fashion bloggers in colorful spreads that reveal who they are, what they wear, and how they feel about fashion. Fully illustrated, this book showcases each subject's personal style; and the bloggers' answers to questions such as "What is the best purchase you ever made?" "What is something that you would never wear?" "How do you get dressed in the morning and before a night out?" are as insightful as they are fun to read. Style Diaries offers readers access to a vibrant community of interesting, intelligent people who may very well be the most influential forces behind tomorrow's trends.

Style Diaries: World Fashion from Berlin to Tokyo Details

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Author : Simone Werle

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From Reader Review *Style Diaries: World Fashion from Berlin to Tokyo* for online ebook

Taylor Ewing says



WORN Fashion Journal says

Scrolling through the endless list of fashion bloggers in my Google Reader, I'm often left hazily trying to remember the "who's who" and the "who wore what" of the fashion blogosphere. Outfit photos are updated daily, new bloggers are constantly emerging, and the images and clothing we love on one day become ephemeral, disappearing into the sartorial black hole we call fashion blogging. Simone Werle's *Style Diaries* attempts to pin down the inherently fleeting nature of the "daily outfit shot," fossilizing these images between cover and spine. The pocket-sized book serves as an interesting freeze frame of indie dress and culture at a particular moment in time and, of course, as seen through Werle's lens. In just short of 400 pages, Werle profiles dozens of fashion bloggers, who she claims make up "the most visible arm of the indie fashion scene." While these profiles are predominately made up of striking images ripped straight from the archives of each blog, each blogger is also introduced with a short blurb of personal facts.

[image error]

In one fact sheet, 20 year old Zoe Demruis Portia Flood notes that her blog is "not a place where [she] post[s] the same pictures of models and clothing that are unobtainable to the public." And while this begins to touch on the power that these bloggers have within the fashion industry, insights — or beginnings of such — are rare within each blogger's description of themselves. Most remain fairly surface, mentioning things like their careers and favorite foods, which would be fine if not for Werle's declaration in the introduction of the book which states fashion blogging is "a cultural phenomenon that show[s] just how quickly established structures can be broken down." To make such a declarative statement about how these bloggers are breaking the established — and often exclusive — structures of the fashion industry, only to follow this with a blogger informing the reader that they prefer guacamole on their vegan burger, leaves a sour taste in my mouth. I would much prefer that Werle push each blogger to consider their influence and responsibility as bloggers in the fashion industry, rather than try to lure obscure and niche facts out of each contributor. In addition to this both the images and bloggers chosen by Werle fail to represent a breaking down of the narrow conceptions and standards of beauty that the fashion industry propels, and that Werle claims — and perhaps with a different curator this could be proven — fashion bloggers hold.

[image error]

Instead, flipping through the pages of *Style Diaries* felt like an extended Nylon photo spread, full of tall, slender, white, American-looking twenty-somethings in concaved poses. I will admit that there are a few exceptions that creep into *The Diaries*. Croatian blogger Ljupka Kohorta is one of the few included in the collection that I feel even comes close to the breaking down of established structures that Werle raves about in the book's introduction; she is not 5'11 and rail thin, like the models we see on runways or her peers who flank her in *The Diaries*. While I thoroughly enjoyed her photos — it was a pleasant break to see clothing on a body type that didn't herald images of Kate Moss — she seems to stick out amongst the cattle call of stick-

thin style bloggers doing their best 'vogue'. This fact crystallizes the lack of diversity or of challenging Western conceptions of beauty that seeps through the book as a whole. While I can appreciate the personal style of each participant, it would have been nice to see some variety, especially when the jacket of the book claims to "offer access to a vibrant community of people."

review by Casie Brown

photography by Valentina RossMottley

Laurel says

The cover is misleading - you shouldn't just expect those pretty looking girls on Tumblr. There are some serious fine people in this book and their stories are fantastic. If this book was made with solely those people, I'd give it 4 stars, but it is eventually 3 stars due the less interesting folks.

Jay Gabler says

My review in the Daily Planet:

<http://tcdailyplanet.net/node/40915>

Julia says

A bit disappointing, with thought to all the hype it created. It's basically just pictures from Lookbook.nu! Sigh.

The book's nice, though.

Andreas Porwanto says

Actually, this book contains only pictures from fashion bloggers around the world. The pages are of high quality, the pictures are crystal clear and there is a little biography which introduced each of the fashion bloggers.

I loved it, especially knowing that not only women fashion bloggers were shown in the book, but men as well, and they proved that they're fashionable, too.

Anna says

I spotted this 2010 photo-book in a charity shop and was pleased to find that it did what I'd hoped: evoked the heyday of fashion blogging. Around a decade ago, I remember being so delighted to discover fashion blogs, which included a much more diverse a range of styles and people than the fashion magazines I used to buy. For a few years there, it was easy to get fashion inspiration from a wide range of bloggers who

photographed their outfits and wrote a few sentences on personal style to go with each look. My favourites tended to wear vintage and second-hand garments, glorying in looking distinctive. Sadly, fashion blogging has since become, essentially, professionalised and gentrified. The blogs I used to love have since either been abandoned for Instagram (which I refuse to use), or evolved into slick lifestyle websites full of the generic advertorials I found so boring in actual magazines. I miss them and this book from 2010 resurrects them in print format. Indeed, I used to follow two of the bloggers that are featured here, until they became too keen on hawking expensive skin creams.

There is a lovely unselfconsciousness about the little personal bios alongside each person's pictures, which include many comments like 'I love food!', 'I love to draw,' and 'I love photography' as well as a few like, 'My "Art" is based on recurring subjects such as: the aestheticisation of death, loneliness, fashion, and fragility'. (The blogger who made that latter statement lived in Paris. Of course he did. If you're going to aestheticise death, where else would you do it?) Such candour contrasts markedly with the seamless Personal Brand that each fashion blogger now presents, avoiding any outlandishness that might put off potential sponsors. I did also enjoy the photographs, really liked some of the outfits, and definitely found style inspiration here and there. Although none of the bloggers wore as many layers as I deem necessary nearly all year round. The main appeal, though, was a brief return to more enjoyable, interesting, creative, and diverse online fashion culture that I miss.

Phyllis says

I enjoyed this collection of the greatest hits of fashion bloggers from around the world, but I think the curating could have been a little more diverse. There's a certain sameness to the styles--a lot of the women fall into a pretty standard vintage or rock aesthetic, and most of the bloggers profiled are in their late teens and early 20s (am I ever going to get used to the fact that people born in the early 90s are adults now?). The "no fat chicks, no old people" ordinance is annoying, whether the editor did it intentionally or not. The overall freshest looks in the book come from the dudes profiled, which surprised me because clothing for men is overall pretty boring.

PETTY CORNER: This is another of those adorable yet irritating big little books publishers have been torturing people with, and while I think cramming some of the doll size pages with multiple photographs was meant to give you as much fashion blogger content for your money, it's hard to pick up little details like patterns and fabrics when you're looking at a picture that's barely three inches tall.

Allison says

This had great pictures and insights into the lives of some of my favorite bloggers as well as some bloggers new to me that I look forward to reading in the future.

Cathlin says

My guilty pleasure book purchase. I follow several of the bloggers featured in here (Wish Wish Wish and Sally Jane Vintage) and discovered this book via the blogs. I admit to feeling simultaneous feelings of envy and aversion to the fashionistas featured in this book: when, exactly, do these people work? And how do they

afford all of these fabulous clothes? Still, I admit to being completely enamored by their heavy wool plaid skirts, their floral tights, and old fashioned oxfords.
