

Coco Reiser

Alexis Brooks

Client Branding Project

Diana Vreeland

- Diana Vreeland was an iconic editor during the 20th century. She saw fashion as a form of art. She was brought up in Paris during the Belle Époque. She worked for the fashion magazines Harper's Bazaar and Vogue. and as a special consultant at the Costume Institute of the Metropolitan Museum of Art
- She initiated a transformation, shaping the magazine into the dominant U.S. fashion publication when she worked at Vogue.
- Her column "Why Don't You...?" was famous for offering outlandish fashion and lifestyle tips for the times.
- Some of her contemporaries were Yves Saint Laurent, Lauren Bacall, Twiggy, and Richard Avedon

Citation:

"Diana Vreeland," The Biography.com website,
<http://www.biography.com/people/diana-vreeland-9520769> (accessed Apr 23, 2015).

Magazine Release:

I would create a magazine that would be curated and edited by Diana Vreeland. The magazine would consist of eccentric modern people. It would be focused on her take in eccentricity. The magazine would contain images of people and their eccentric life styles.



Diana Vreeland: 1979. Photographed by Horst-P-Horst.