



LASALLE COLLAGE

# *SUMMER* LOOKBOOK

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# EDITORIAL

Hello I'm Catherina Tjoe  
Summer lookbook editor.It's  
quite a thrill totake my place  
as the newest editor in chief  
of this great magazine.I've  
been reading Town&century  
since I was at collage in the  
first class of female at  
Vassar.It takes time to make  
your mark on magazine,but  
little by little we're going to  
get to know each other well.



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# THE LOOK



*The first issue of the weekly magazine for wealthy New Yorkers was released in 1892. The magazine was well illustrated, with models of costumes, and despite the restraint, Vogue magazine was a first class journal, and respectability set him apart from other publications.*

# INSTANT



*Nowadays the magazine is positioned as respectable and worthy of attention, this is a magazine about the life of society, fashion and lifestyle. From the very first issue, it became clear that this is not just another magazine about women's fashion, but restrained and respectable edition of the fashionable world. The Vogue magazine is undoubtedly intended for young women from 20 to 40 years, who are successful and beautiful*

# SUMMER

*Vogue is the most famous and popular fashion magazine for women, that was firstly published in 1892 by the Condé Nast Publications publishing house. Nowadays Vogue magazine is popular all over the world and is published in 18 countries: UK, U.S., Australia, Brazil,*

# STYLE

# STEAL HERSTYLE

*The audience of the magazine has different lifestyles, professions, hobbies, interests and life values, but they all share a common interest in fashion and beauty. So the first aim of the magazine is to provide to target audience the latest and the most interesting information about beauty and fashion. Vogue offers a variety of articles that are presented*





# ACCESSORIES

*Among the including innovative and revolutionary ideas that appeared first in vogue magazine it is important to mention that in 1932 Vogue became one of the first magazines to publish a cover with a color photograph, and during the 20th century Vogue's covers represented a lot of revolutions, like for example in the 1960s it replaced "the curvaceous models of the previous decade with lanky, androgynous teenagers whose "undernourished" looks quickly "became the new standard."*

# LOOK

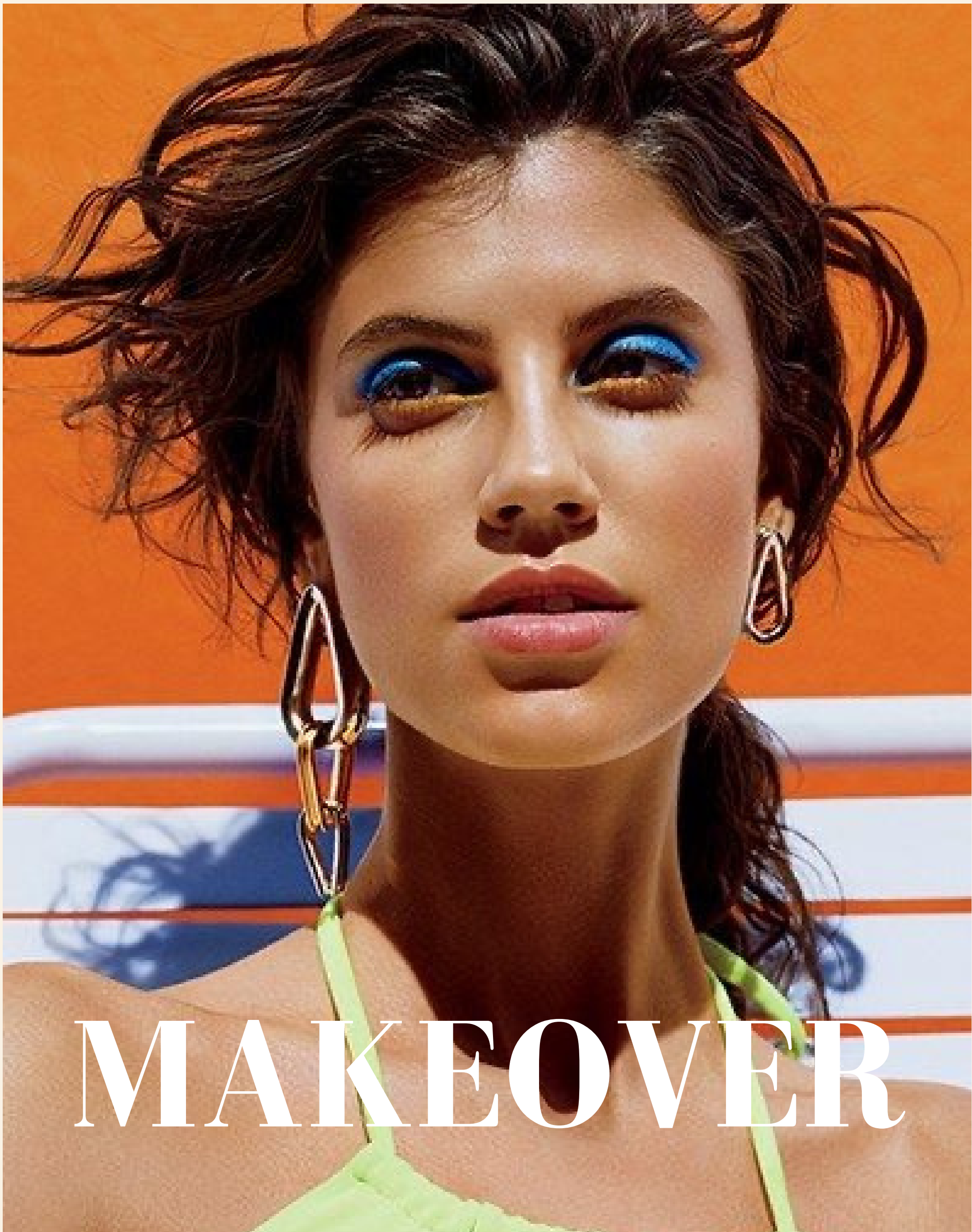


*One of the most interesting topic in the magazine is Fashion world, that presents interviews with the most famous designers, models and people who are close to the fashion world. The interviews in this magazine are really interesting; they have special point of discussion that is always connected with women's beauty. The interviews are always rather personal, they .*

# FASHION STYLE

*According to the new York Times article as well as the book, the Vogue magazine is not only the leader in the fashion magazines market, but it also influences the whole world of fashion too, as Vogue “has pioneered a host of aesthetic, technological and commercial advances, virtually all of which inform the fashion media*





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*The audience of the magazine has different lifestyles, professions, hobbies, interests and life values, but they all share a common interest in fashion and beauty. So the first aim of the magazine is to provide to target audience the latest and the most interesting information about beauty and fashion. Vogue offers a variety of articles that are presented to inform women about the latest news on fashion trends,*

# LOOK

*The Vogue magazine is undoubtedly intended for young women from 20 to 40 years, who are successful and beautiful and who wants to be aware of all the novelties of fashion and beauty.*



*Nowadays the magazine is positioned as respectable and worthy of attention, this is a magazine about the life of society, fashion and lifestyle. From the very first issue.*

# IDEAS



*The first issue of the weekly magazine for wealthy New Yorkers was released in 1892. The magazine was well illustrated, with models of costumes, and despite the restraint, Vogue magazine was a first class journal, and respectability set him*

*Nowadays the magazine is positioned as respectable and worthy of attention, this is a magazine about the life of society, fashion and lifestyle. From the very first issue, it became clear that this*



A woman with long dark hair and light-colored eyes is sitting on a large black and white checkered floor that resembles a chessboard. She is wearing a white long-sleeved blazer with a deep V-neckline and white shorts with a large white buckle. She is looking directly at the camera with a slight smile. In the background, there is a large black chess piece, possibly a king or queen, on the chessboard. The background also features a green lawn and a light-colored wall.

"EVERYDAY IS ONE  
STEP CLOSER TO  
SUMMER"