

# SALEM PRESS

Published & Distributed by Grey House Publishing

## For Immediate Release

May 25, 2016

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## **Salem Press Announces a Brand New Addition to The Popular *Innovators* Series; *Fashion Innovators***

Salem Press is proud to announce the first edition of *Fashion Innovators*. This title profiles the most innovative and influential individuals in the development of fashion. From the post-World War II revival of haute couture to the “mash-up” style of the twenty-first century, the history of fashion is immeasurably rich, with milestones that have revolutionized our society. This new title examines those individuals most responsible for the design and production behind fashion today, from the designers to the models popularizing their designs.

*Fashion Innovators* features more than 180 biographies of individuals who have had a significant influence on the development of fashion, culminating with the styles of today that borrow from both hip-hop and unisex indie styles. The majority of these biographical essays are derived from *Current Biography*, which is a monthly magazine that H.W. Wilson began publishing in 1940. Biographies represent a strong multi-ethnic, cross-gender focus, with accompanying sidebars describing the affiliation with which that individual is most often associated. Among the editors’ criteria for inclusion in the set was an individual’s historical significance, whether through their representation of their particular field; his or her relevance to popular culture; or his or her appeal to high school and undergraduate students and general readers.

Each essay averages 3,000 words in length and displays standard reference top matter offering easy access to biographical information. Essays include: name by which the subject is best known; birth and death dates, followed by locations of those events as available; areas of achievement, including primary field and specialty, an all-encompassing categorical list including cosmeticians, designers, entrepreneurs, and models; primary company or organization with which the individual has been most significantly associated; synopsis of the individual’s historical importance in relation to fashion, indicating why the person is or should be studied today.

The entries in *Fashion Innovators* include **Early Life**, which provides facts about the individuals upbringing; **Life’s Work**, the heart of the article, consists of a straightforward, generally chronological account of how the individual gained recognition, emphasizing their most significant endeavors and achievements-and failures; **Personal Information**, includes post-achievement activities or positions, family life, and topics of general interest; **Further Reading**, provides a starting point for additional research.

*Fashion Innovators* examines over 180 individuals and personalities who had an innovative and influential impact on the development and evolution of Fashion. Subjects include Adolfo, Giorgio Armani, Bill Blass, Cameron Diaz, Tom Ford, Heidi Klum, Rene Russo, Ralph Lauren, Twiggy, Jason Wu, and much more.

The entries in *Fashion Innovators* include several features that distinguish this series from other biographical reference works. The back matter includes a **Timeline** that presents a comprehensive list of milestone events in the evolution of fashion since the 1940s, a **Category Index** that lists people of fashion by area of primary field or specialty, **Fashion Awards** that is a glossary of international awards, **Alphabetical Index** that provides a detailed list of persons, significant events, concepts, principles, and other topics of discussion, **Sidebars** that describe a significant affiliation for which each person profiled is best known, and also dozens of **Images** of biographical subjects.

*Fashion Innovators* provides students with a look at history making individuals in the world of fashion. Designed specifically for high school and undergraduate audiences, the *Innovators* series is edited to align with secondary or high school curriculum standards. This title is an indispensable reference for anyone looking to excel or has a general interest in the fashion industry.

#### **Free Online with Print Purchase**

In addition, *Fashion Innovators* comes with complimentary online access via <http://online.salempress.com>. A single purchase of the printed version is all it takes to gain access to this important title on the web.

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#### *Fashion Innovators*

Hardcover ISBN: 978-1-61925-898-3

400 pages

\$145.00

Ebook ISBN: 978-1-61925-899-0

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Publisher: Salem Press