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# Hijacking The Runway: How Celebrities Are Stealing The Spotlight From Fashion Designers



## Synopsis

Hollywood stars have always furthered fashion's cause of seducing the masses into buying designers' clothes by acting as living billboards. Now, red carpet celebrities are no longer content to just advertise and are putting their names on labels that reflect the image they - or their stylists - created. Jessica Simpson, Jennifer Lopez, Sarah Jessica Parker, Sean Combs, and a host of pop, sports, and reality-show stars of the moment are leveraging the power of their celebrity to become the face of their own fashion brands. And a few celebrities - like the Olsen Twins and Victoria Beckham - have gone all the way and reinvented themselves as bona fide designers. Teri Agins charts this strange new terrain with wit and insight and an insider's access to the fascinating struggles of the bold-type names and their jealousies, insecurities, and triumphs.

## Book Information

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## Customer Reviews

Whether it's exposing the origin and inner workings of such elusive brands as Antonio Melani and The Row, unearthing the minutiae of licensing agreements that front Hollywood stars as either creative masters or alluring muses, or simply lifting the veil of perception that too often shrouds reality, renowned Wall Street Journal fashion reporter and columnist Teri Agins serves up a thorough assessment of the industry in her second book, "Hijacking the Runway: How Celebrities Are Stealing the Spotlight from Fashion Designers" (Gotham Books, 2014). The resulting narrative, jarringly at variance with what celebrity publicists and their clients would want the consuming masses to believe, plays out sumptuously before the reader's eyes. Classic case studies of

celebrity-designer transitions gone tragically awry (Kanye stalking Rucci, Lohan tainting Ungaro, RHWOA Sheree channeling a designer version of her own self), offer moments of scintillating comic escapism. Without the slightest tug of guilt or inhibition, we are compelled to follow Agins wherever she takes us; not in spite of the palpable foreboding the author creates (a train wreck is about to happen, oh no!), but precisely because of it (a train wreck is about to happen, oh my...). In the aggregate, however, not every entertainer designer comes across as honorary member of the Theater of the Absurd. Jessica Simpson, the Olsen twins, Victoria Beckham...each trumps establishment expectations by mastering business fundamentals and making strategically sound decisions from the outset of their ever expanding apparel ventures. And this is perhaps where the author's own credentials at the Journal, covering the business of fashion over two decades, are most relevant and distinct.

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