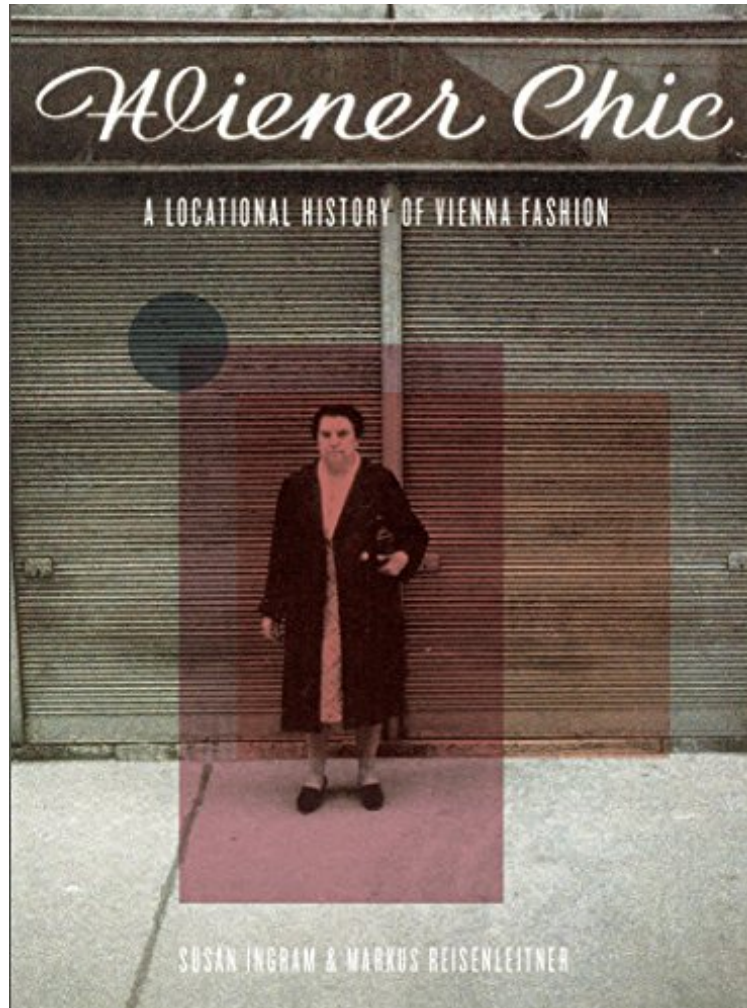


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Wiener Chic: A Locational History of Vienna Fashion (Urban Chic)

Susan Ingram

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Susan Ingram : Wiener Chic: A Locational History of Vienna Fashion (Urban Chic) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Wiener Chic: A Locational History of Vienna Fashion (Urban Chic):

Vienna may not be synonymous with fashion like its metropolitan counterparts Paris and Milan, but it is a fashionable city, one that historically has been structured by changing fashions and fashionable appearances. Like the *Litfaszlig;sauml;ule* in Orson Welles's 1949 urban noir masterpiece *The Third Man*, into which Harry Lime escapes in order to avoid capture and which hapless visitors today presume are merely surfaces for advertising, there are many overlooked aspects of Vienna's distinct style and attitude. By focusing on fashion, *Wiener Chic* narrates Vienna's history through an interpretation of the material dimensions of Viennese cultural life and

from architecture to arts festivals to the urban fabric of street chic. The first book that connects Vienna and fashion with urban theory, *Wiener Chic* draws on material that is virtually unknown in an English-language context to give readers an insiders' vantage point on an underappreciated European fashion capital.

"The book that Susan Ingram and Markus Reisenleitner have coauthored is a masterpiece which isn't afraid to own up to its scholarly rigor. Equally satisfying to the coffee table book skimmer as it will be to the serious student of fashion and history, *Wiener Chic: a Locational History of Vienna Fashion* is a book that attempts to expose the preconditions of history which have given rise to the dynamism of Vienna fashion."