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# Advanced Style



## Synopsis

Advanced Style is Ari Seth Cohen's™ blog-based ode to the confidence, beauty, and fashion that can only be achieved through the experience of a life lived glamorously. It is a collection of street fashion unlike any seen before—focused on the over-60 set in the world's™ most stylish locales. The (mostly) ladies of Advanced Style are enjoying their later years with grace and panache, marching to the beat of their own drummer. These timeless images and words of wisdom provide fashion inspiration for all ages and prove that age is nothing but a state of mind. Ari Seth Cohen started his blog inspired by his own grandmother's™ unique personal style and his lifelong interest in the put-together fashion of vibrant seniors. Each of his subjects sparkles like a diamond after long years spent refining and perfecting their individual look and approach to life. The Advanced Style book will showcase, in luscious full-color, the best of the blog, but will also act as a true guidebook with all-new material featuring wardrobes, interviews, stories, and advice from a cadre of his most chic subjects, along with a large selection of never-before-seen photography—fresh off of sidewalk catwalks around the world!

## Book Information

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## Customer Reviews

"In print and on film, Mr. Cohen's™ arrestingly bedizened models embrace fashion with a sense of play."Ruth LaFerla, The New York Times"For all those who are sick and tired of seeing style and fashion presented solely as a young woman's™ game, behold 'Advanced Style.'"Los Angeles Times"a beautiful catalog of women who aren't over the hill, but rather ahead of the curve."New

York Post"Advanced Style likely owes its rapid ascent in part to the dearth of attention paid anyone over 30 in popular culture. How the opportunity was missed is anyone's guess: According to 2010 census estimates, Americans 65 and older constitute 13 percent of the population. Those 45 and over " still two to three times the age of most female models " constitute more than 39 percent." New York Times "The women who I photograph are confident. They know what they like, they know what suits their bodies, and they're dressing for themselves. They don't dress based on trends." Ari Seth Cohen, New York Times "These gorgeous ladies take away the fear of aging and give us all something to look forward to." • Huffington Post "These women are proof that personal style advances with age" • StyleList "I was best friends with my grandmother growing up, and was always inspired by her energy and wisdom. I wanted to show that creativity, style, and vitality advance with age, and hopefully help change people's ideas about getting older." • Ari Seth Cohen, StyleCasterAs Mentioned In -The Zoe Report

Ari Seth Cohen is a freelance writer, photographer, and blogger based in New York City. He is the creator of Advanced Style, a blog devoted to capturing the sartorial savvy of the senior set. • Advanced Style has appeared in national media such as The New York Times, The New Yorker, Los Angeles Times, The Huffington Post, Vice Magazine, New York Magazine, The Fader, Vogue Japan, Vogue Italia, Elle, Elle UK, The UK Telegraph, Forbes.com, and internationally broadcast news and fashion programs. Maira Kalman is an author and illustrator of over a dozen children's books. Additionally, her two yearlong, illustrated columns for The New York Times online have been published as the books *The Principles of Uncertainty* (Penguin, 2007), and *And the Pursuit of Happiness* (Penguin, 2010). In 2011 a retrospective of her work was mounted at the Jewish Museum in NYC. She is represented by the Julie Saul Gallery, and lives and works in New York City. Dita Von Teese is a world-famous burlesque artist and lingerie model. Best known for her Cocktail Glass show in which she performs an old fashioned striptease that culminates with her bathing herself in an oversized champagne or martini glass. This "Burlesque Superheroine" (Vanity Fair) is credited by many for sparking a revival of traditional burlesque, and has appeared in a number of films, music videos, and television shows. Von Teese has released DVDs of her own performances and is the author of *Dita: Striptease* (It Books, 2009).

I'm '71. I find that with age I've become invisible. I've always loved clothes and accessories, frequent great thrift shops, adore colors. Ari Seth Cohen has given me a peer group and mentors to admire. I was about to send a cowboy shirt I've never worn back to the thrift shop when I found his

site (and Sziporah Salamon's sp? at the same time.) Instead I wore it out to dinner and was complimented and felt terrific. They can't ease us out, if we stand out and stand up for color and glamor and creativity! Thanks thanks for this inspiring book.

So many of the reviews written about Advanced Style is about how inspiring it is for women over the age of 50, but I disagree. The popular blog, and now a newly published hard cover book, is inspiring for people of ALL AGES. I'm in my 40's and you can not underestimate the impact seeing all sorts of women "of a certain age" being CELEBRATED. In a society that sweeps a woman past 30 to the sidelines as being sartorially irrelevant, it is refreshing AND revolutionary to look at these images of these glorious women in their 60's, 70's, 80's and beyond, as captured by Cohen's lens. No need for tips on how to dress, just witness the variety and diversity of the ladies shown, add your own personality and stir. What they share in common is a colorful joie de vivre, and that appeals to women like me in their 40's. A number of friends my age have said that Advanced Style has inspired them to not give up, but to dress up. The book also seems to appeal to men and women under 30. My favorite response in talking with a 20 year old about the Advanced Style book was her enthusiastic comment of "I LOVE the Advanced Style ladies and I can't not wait to get to be their age!" The book itself is gorgeous: beautifully bound with rich color saturated pages, glossy as a magazine's. In fact, I think of Advanced Style as being more akin to a fashion magazine than a coffee table book. And what's in fashion this year? A marvelous celebration of style for all ages.

I absolutely adore this book! I found it so inspiring and hopeful that I made a list of items to add to my own advanced style treasure trove for now and the future! Pure fun!!

As an adult colorist, I greatly enjoyed this coloring book which was different from any I've ever had before. It features seniors, most of whom seem to be a bit on the eccentric side. They were quite individualistic and each one quite different. The pictures are large and quite easy for anyone to color. I mostly used crayons, highlighting with markers that were non-bleed through. The coloring book costs about double what I usually pay for one, but I am glad I purchased it since it was one I had not had before and since it proved to be such a delight to color. I even wrote brief little scenarios about each individual, giving him or her a name and writing my impression of the individual, which added to my fun.

I love, love, love the pictures of mature people who I can color in bright and beautiful colors. I think

the book was only \$3.99 when I bought it so I can't complain too much, but the paper is total rubbish. It is like the paper in a cheap kids coloring book. You can cut the book apart, scan the pages and print on better paper, but I want to color in the book and not have to reprint. Life is too short. My suggestion would be selling it with downloadable PDF files so good copies can be saved and printed. I would happily pay a couple of dollars more to have good quality prints I could save on my computer.

This book is full of wonderful photos of interesting people as was the first book. I do really like the little essays by some of the subjects. It's also nice to have some men included this time. One can't help but be inspired by the creativity and optimism. Their style is truly a gift to all who see them.

I had to have this book after I saw the video. These women are inspirational! You may not like all of their individual tastes but they have to be celebrated for their spirit if nothing else. As someone who isn't getting any younger, I hope to be able to resist the urge to let myself become invisible. Hooray for Advanced Style! I hope it becomes a film.

In the interest of full disclosure, I'm a 31 year old woman from the Southern U.S. And I absolutely love and am inspired by this beautiful book. Advanced Style is a coffee-table style book of lush full-color photographs. The subjects are the lovely, interesting, stylish ladies featured on Ari Seth Cohen's blog. There is not a lot of text to the book, although some ladies' wise words are featured. However, there is not a single page that I haven't pored over (usually along with my 24 year old sister and 6 year old niece). Even a photograph of a lady's hands is endlessly inspiring, simply because of the way Cohen presents his work. My personal style has also been deeply influenced. On every page, I see a tiny detail that makes me go, "Aha! So that's how I should wear that scarf/piece of jewelry/article of clothing." All in all, a perfect tribute to the wisdom and style of these ladies.

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