



## Diana Vreeland Memos: The Vogue Years

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A look behind the scenes at Diana Vreeland's Vogue, showing the legendary editor in chief in her own inimitable words. When Diana Vreeland became editor in chief of Vogue in 1963, she initiated a transformation, shaping the magazine into the dominant U.S. fashion publication. Vreeland's Vogue was as entertaining and innovative as it was serious about fashion, art, travel, beauty, and culture. Vreeland rarely held meetings and communicated with her staff and photographers through memos dictated from her office or Park Avenue apartment. This extraordinary compilation of more than 250 pieces of Vreeland's personal correspondence—most published here for the first time—includes letters to Cecil Beaton, Horst P. Horst, Norman Parkinson, Veruschka, and Cristobal Balenciaga and memos that show the direction of some of Vogue's most legendary stories. These display Vreeland's irreverence and her characteristically over-the-top pronouncements and reveal her sharpness about the Vogue woman and what the magazine should be. Photographs from the magazine illustrate the memos, showing her imagination, prescience, and exactitude. Each chapter is introduced by commentary from Vogue editors who worked with her, giving readers a truly inside look at how Diana Vreeland directed the course of the magazine and fashion world.

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