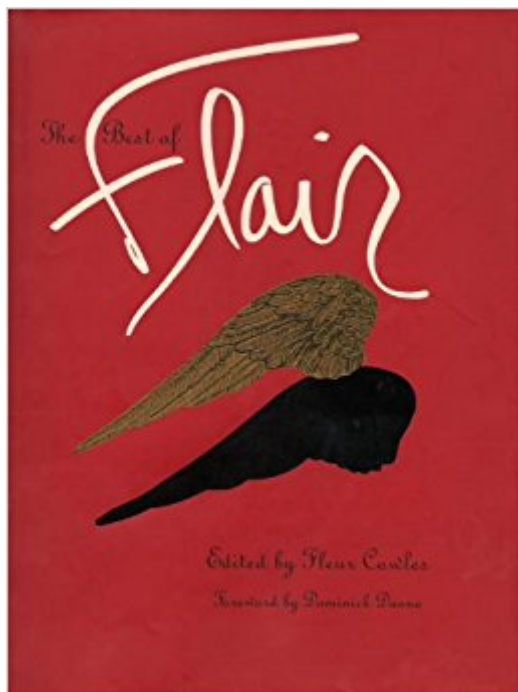


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# The Best Of Flair (Rizzoli Classics)



## Synopsis

This highly sought-after volume detailing one of the most influential magazines of the twentieth century is now back in print at a newly affordable price. In 1950, Fleur Cowles established what would become one of the most important and talked about magazines ever created. Critically lauded for its sharp mix of clothes, literature, art, travel, decor, theater, and humor, Flair made publishing history with its combination of eclectic editorial content and lavish production quality. Recalled as "the first magazine that became an art form," *The Best of Flair* is a compilation of the magazine's best content as chosen by the woman who created it. Along with its distinctive production values, Flair also features interviews and contributions from some of the most noted artists and celebrities of the past fifty years, including Lucian Freud, Jean Cocteau, Tallulah Bankhead, Saul Steinberg, Salvador Dalí, Simone de Beauvoir, Walker Evans, James Michener, Ogden Nash, Gypsy Rose Lee, Clare Boothe Luce, George Bernard Shaw, John O'Hara, Margaret Mead, and Tennessee Williams. Now, more than ten years after this book was first published by Rizzoli, and more than fifty years after the magazine ceased publication, this facsimile edition offers the same ingenious bookmaking of its predecessor, including multiple gatefolds with die-cuts, booklets, and accordion folder leaflets.

## Book Information

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## Customer Reviews

Cowles can boast of having known Everyone Who Was Anyone for the past 50 years, and she

does. She lists in the index in this memoir more than 1000 of them, but only a few receive more than an obligatory paragraph no more exciting than a listing in Who's Who. And those who get fuller treatment are seen through a prism of banality and self-congratulation: she and the Queen Mother exchange hospitalities; Marilyn Monroe is a guest; Clare Booth Luce selects her to be "ambassador" at the coronation of Elizabeth II; she is in Africa on the very day and near the spot where Hemingway's plane was downed. Present at the signing of the Korean War armistice, she is cold though warmly dressed, and the landscape reminds her of a Braque painting. The trivia of her anecdotes are at odds with her once-flamboyant image when, as the former wife of Gardner Cowles, whose media empire included Look magazine, she parlayed his wealth and influence and her own ambition and talent into a career as editor, writer and painter, which provided entree into the social, artistic and political circles of the time. With his backing, she produced a spectacular magazine called Flair, which had a year's run in 1951 then folded. Now remarried, she has been living in England, where she paints, renovates old mansions, jets around the world and socializes with important people, as well as some "plain but interesting" ones. Copyright 1996 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

“This newly affordable archive features greatest hits from one of the most groundbreaking (and short-lived) fashion magazines of all time. It’s about as close as you can come as giving the gift of time travel • at least, for the ultimate fashion nerd.” New York Magazine “If you have only heard of but never experienced the pleasure of perusing Flair then you are in for one of the greatest reading experiences | This epic volume is a love letter to all who love reading magazines and still long for the meatiness and richness of the content of yesteryear. As if the extremely intelligent and varied subject matter was not enough to mesmerize the reader, there is the element of presentation that catapults Flair into rarefied territory that has never since been explored and will probably never even be dreamt of today. There are not enough superlatives to offer when speaking of this book so if you have esthetic leanings or interest in almost any cultural aspect of life, then, this book is essential to all those who consider themselves cultivated and sophisticated. For once, this reviewer was not only wildly impressed but actually rendered slack jawed and speechless. • New York Journal of Books “...a remarkable incarnation of Flair’s greatest hits...” Women’s Wear Daily “The Best of Flair | re-creates the interactive magazine the best it can without scent strips. • Vanity Fair “ | a re-edition of The Best of Flair, a heavy volume, which, much like the magazine version, features the die-cut covers, the booklets, the

colorful illustrations and the interviews and essays of many boldfaced names from the worlds of art, fashion, literature and society. [Forbes.com](http://Forbes.com) "Must-Have Coffee Table Book." In 1950, editor Fleur Cowles founded Flair magazine, a sumptuous publication that combined fanciful editorial content with contributions by cultural giants like Salvador Dalí, Ogden Nash, and Lucian Freud. This month Rizzoli reissues a book of the magazine's most memorable pages, complete with vibrant die-cut gatefolds and encased in a stylish scarlet box. [Harpers Bazaar](http://HarpersBazaar.com) Fleur Cowles, artist and visionary, published Flair magazine in the fifties, and devotees covet and collect these precious few issues. The ideas on each page are original, to this day. They also portray a cultural decade, an insider look at writers and artists like Lucian Freud and Truman Capote who were emerging at that time. Along with its distinctive design elements—die-cut covers, special papers, embossing, bound-in booklets—The Best of Flair also features interviews and contributions from provocative and noted artists and celebrities of the past fifty years, including the ultra-ubiquitous Jean Cocteau, Tallulah Bankhead, Saul Steinberg, Salvador Dalí. You might say it was everyone who was anyone. [The Style Saloniste](http://TheStyleSaloniste.com)

A must-have for the library of any collector of design, culture and social history; beautifully reproduced from the original magazines with a terribly poignant dedication from Fleur Cowles, a woman of wit, style and brilliance.

This book is absolutely brilliant - it gathers together the best of the short lived Flair magazine produced by Fleur Cowles in 1950-51. The magazine was unable to continue because of the expense of production and you can see why as many of the paper engineering and inserts that the original magazine had are reproduced in this book. The calibre of the contributors too is quite extraordinary. Apparently there were not many copies of this book published either and I am soooo thrilled to have been able to get my own copy before they too, like the magazine, become almost unavailable.

Extraordinary creativity - as only Rizzolican adequately represent!

Beautiful book. Like a work of art

Awesome package. They sold it for 150 in bookstore I go. The case is bomb!

What a wonderful book with special inserts and great articles that appeared in the magazine.

Everything was perfect. Thank you. Robert Mahoney

Beautiful art book!

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