



Carton Qty: 20
Selling Territory: W

On Sale: 8/10/2010

Fashion
Tr 9781401341473
\$23.99 (\$26.99 CAN)
336 pages; 6 x 8

Nina Garcia's Look Book

What to Wear for Every Occasion

by Nina Garcia
Ruben Toledo

From Nina Garcia, fashion director of *Marie Claire* and star judge on *Project Runway*, comes an accessible and classy illustrated guide to what to wear on any occasion.

In her most practical and most stylish-as-ever project, style guru Nina Garcia answers the universal question all women ask themselves: "What should I wear?" Whether for an black-tie, formal occasion or a low-key gathering that calls for casual chic, *The Look Book* offers simple, expert guidance for building the perfect look, every time.

Drawing its title from a well-known fashion industry term, *The Look Book* is based on questions from women who have approached Nina for advice on what attire is appropriate for specific occasions, whether a wedding, party, job interview, or first date. Imbued with the knowledge and insider tips that Garcia has gleaned from her years in the fashion world, *The Look Book* features original drawings and illustrations from artist Ruben Toledo, who worked with Garcia on her three previous titles. Throughout, readers will find nuggets of fashion history, pop culture trivia, style trends, and must-know tips for achieving any look.

Marketing Campaign

- National print and broadcast campaign
- Online marketing to fashion and women's interest websites
- Cross-promotion with Lifetime
- Author video

Author Bio

NINA GARCIA is the fashion director of *Marie Claire*, a star judge of the hit Lifetime reality series *Project Runway*, the author of three bestselling books on style, and serves as Target's 2010 Style Expert. Prior to her work with Marie Claire, she worked as Fashion Director at *Elle*, and prior to that held positions at both Mirabella and Perry Ellis. Garcia is relied upon as a fashion authority and has participated in numerous television interviews, most recently appearing on *The View* and *The Today Show*, among others.