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Biba

The Biba Experience

Alwyn W Turner

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PUBLISHER: Antique Collectors' Club

TERRITORY: World

SIZE: 287 x 247mm

PAGES: 240

ILLUSTRATIONS: 164 col., 43 b.&w.

PRICE: **£22.00** Paperback with flaps



- Luxury paperback edition of a widely-praised bestseller, providing a stunning pictorial biography of an iconic British fashion label and store of the '60s and '70s
- Keenly priced at £22.00 to reach an expanded audience of fashion and design fans

'A must-buy for anyone seeking inspiration or a gentle reminder of a creative legend' - Vogue

'All that a girl should know about fashion and style is in this book' - Elle Girl

Biba remains one of the most evocative names in British design history; it pioneered a new style, mixing the contemporary with Art Nouveau, Art Deco and the golden age of Hollywood, dressing itself in the richly luxuriant colours of a bygone time. This book showcases Biba clothing and much of the Biba memorabilia, merchandising and interior design, presenting an entire history of the company.

Biba: The Biba Experience centres on commissioned photographs of one of the largest collections of Biba in the world, put together by Pari, who has accumulated around 500 pieces of Biba fashion items and ephemera covering the entire history of the company. Everything from dresses and trouser suits through original sketches and patterns to playing cards and soap powder is represented.

Biba brought the cutting edge of couture to the masses. Brigitte Bardot, Yoko Ono and Princess Anne shopped there, whilst Sonny and Cher, Mick and Marianne, and David and Angie were regular visitors, but the store was never the exclusive preserve of the rich and famous: prices were kept deliberately low, and anyone who could tolerate the disdainful inefficiency of the staff was encouraged to soak up the glamour of a unique shopping experience. This lavishly illustrated and beautifully produced book is intended for those interested in the fashion and graphic design of the '60s and '70s, from a creative and historical standpoint, plus the huge number of people who remember Biba from the period with such affection.

Alwyn W Turner is a widely published writer on the popular culture of post-war Britain. He is the author of *Cult Rock Posters* and *Welcome to Big Biba*, and the editor of *Portmeirion* (Antique Collectors' Club, 2006). His work has also appeared in *The Rough Guide to Rock*, *Mojo* and on BBC Online.

'A sumptuous and carefully-researched book' The Scotsman

'A beautifully crafted history of the look and style of a bygone era' BBC Radio 2

'A vivid pictorial chronicle of one of the most evocative names in British design history' The Independent

Also available:

Biba: The Biba Experience ISBN 9781851494668 **£35.00** (Hardback edition)

Welcome to Big Biba: Inside the Most Beautiful Store in the World ISBN 9781851495245 **£19.95**

