

PRESS RELEASE

The first major work to explore the style of political women, this entertaining and expertly written new book introduces the wardrobes that rule the world and the women who wear them, from the good, the bad and the beautiful to the downright bizarre.



POWER DRESSING

First Ladies, Women Politicians and Fashion

By Robb Young

Foreword by Pamela Golbin

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Power and style form a heady combination, and the fashion choices of first ladies and women politicians are endlessly fascinating. For some, fashion is undoubtedly a secret weapon, while for others it's a minefield. Some follow the rules, and others set out to break them, but there's no denying that women in politics are judged by what they wear and how they wear it – far more so than their male counterparts. From their choice of lipstick, accessories and designer labels to the length of a hemline, every detail will be subject to scrutiny and interpretation.

In **POWER DRESSING**, fashion journalist Robb Young decodes the dress codes and tells the stories of these captivating women through their clothes. This fully illustrated book examines the milestone fashion moments of political women – past and present – from across the globe. More than 250 women from over 90 countries are featured, and they range from dictators' wives to beauty queens, Nobel Peace Prize winners, violent vigilantes and pioneering environmentalists. Concise thematic chapters that cover such subjects as *The Gender Equation* contain in-depth profiles of more than 50 women, from Michelle Obama and Aung San Suu Kyi, to Margaret Thatcher and Queen Rania of Jordan. Quotes from designers, social commentators, fashion luminaries and top stylists including Vivienne Westwood, Germaine Greer, Bernard Arnault and Christian Louboutin provide further insight into the fashion choices of some of the world's most influential women.

While fashion may be regarded as a frivolous subject by some (just as politics may be deemed 'bor-ing' by others), as **POWER DRESSING** reveals, it plays an undeniable role in steering the careers of political women, thereby having an impact on all of our lives. Just as with these remarkable women, the politics of fashion should never be underestimated.

Robb Young (www.robbyoung.co.uk) is a London-based contributing fashion journalist for publications including the *Financial Times*, *International Herald Tribune* and *vogue.co.uk*. **Pamela Golbin** is Curator in Chief at the Musée de la Mode et du Textile of the Louvre in Paris.

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