



# **That's What Fashion Is: Lessons and Stories from My Nonstop, Mostly Glamorous Life in Style**

*Joe Zee, Alyssa Giacobbe*

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Joe Zee, the Editor in Chief of Yahoo Style, former creative director of *ELLE* magazine, and co-host of the new ABC talk show *FAB Life*, takes readers behind the scenes of the crazy and wonderful world of fashion in *That's What Fashion Is*, packed with never-before-seen color photographs from Joe's personal collection.

From his early years styling shoots for *Vanity Fair*'s "Hollywood" issue with famed photographer Annie Leibovitz to his role playing himself on MTV's reality show *The City* to making celebrities look fabulous in the pages of *ELLE* and reporting live from the red carpet. Joe lets readers in on how the fashion industry *really* works, from the fashion disasters to the blockbuster successes. How do you shoot an entire magazine spread in Paris in 24 hours? What's a stylist to do when he receives a panicked call from a dress-less Cameron Diaz on Oscar day? And how do they make those celebrities look so great in the magazines? These first-person stories are combined with accessible and practical tips for women everywhere, including what to wear on your first day of work, how to take a great selfie, and how to look amazing at any age.

For the first time, this ultimate fashion insider lets readers in on tales, tricks, and tips previously known only to the fashion elite in this funny and frank book.

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