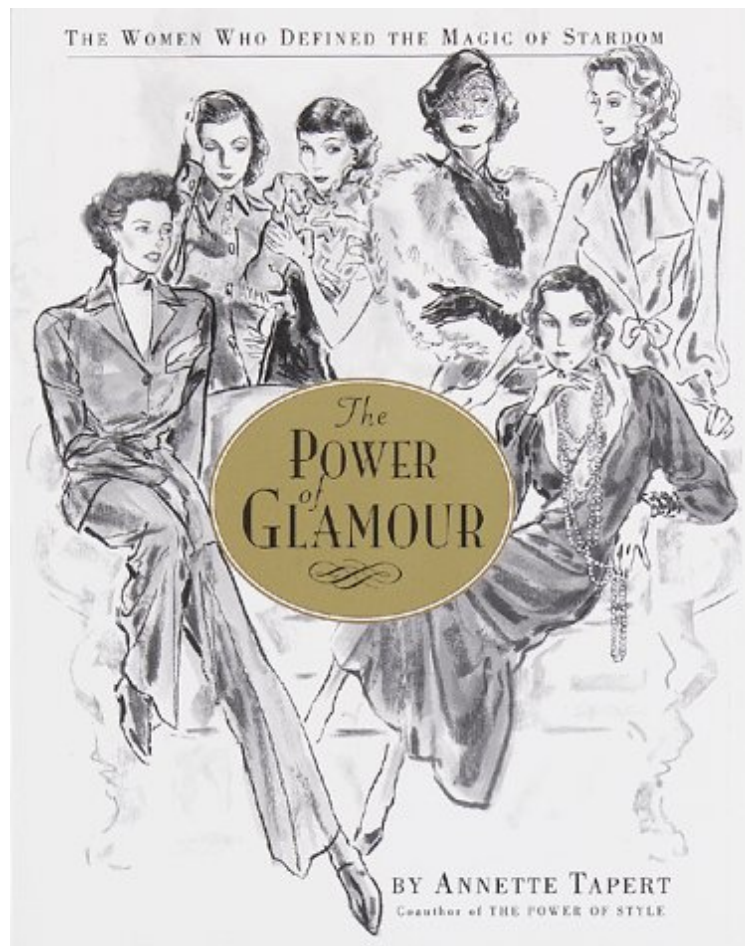


[Free] The Power of Glamour: The Women Who Defined the Magic of Stardom

# The Power of Glamour: The Women Who Defined the Magic of Stardom

Annette Tapert

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originally paged thru this during a visit to my salon, and immediately ordered it online. The book profiles many of the most beautiful, glamorous actresses of Hollywood's Golden Age (1920s-1940s), and includes wonderful photos which show off their inimitable fashion sense, esp. Kay Francis, Constance Bennett, and Dolores Del Rio, all of whom are somewhat sadly forgotten today. An excellent book for anyone interested in Hollywood, glamour, and fashion history!

From Annette Tapert, the coauthor of the popular *The Power of Style*, comes a book that is just as beautiful and entertaining but that redefines an attribute even more intangible. In word and image, it evokes a unique Hollywood era and eleven of its goddesses who lived, and left as their legacy, the *Power of Glamour*. When the Glamour Era met the Golden Age of cinema, it cast a spell on a public beaten by the Depression and the threat of war. But the key ingredient in 1930s glamour was personality. Annette Tapert's movie-queen profiles, rich with fresh insights, reach beyond the star-making machinery, fan magazines, fashions, and cosmetics to the essence of each woman: the carefully molded image of Gloria Swanson, who started it all . . . Marlene Dietrich's siren persona on and off screen . . . the "reverse glamour" of Katharine Hepburn and Greta Garbo. Their power--and that of Joan Crawford, Carole Lombard, Norma Shearer, Claudette Colbert, and the long-neglected Kay Francis, Dolores Del Rio, and Constance Bennett--lay in using style, wit, and guile to outsmart the studio system and enchant the world. In these pages we see how, veiled in intrigue and mystery, they brought glamour very close to its original meaning: witchcraft.

From Library Journal Coauthor of *The Power of Style*, Tapert looks at 11 stars from cinema's Golden Age. Copyright 1998 Reed Business Information, Inc. From the Inside Flap From Annette Tapert, the coauthor of the popular *The Power of Style*, comes a book that is just as beautiful and entertaining but that redefines an attribute even more intangible. In word and image, it evokes a unique Hollywood era and eleven of its goddesses who lived, and left as their legacy, the *Power of Glamour*. When the Glamour Era met the Golden Age of cinema, it cast a spell on a public beaten by the Depression and the threat of war. But the key ingredient in 1930s glamour was personality. Annette Tapert's movie-queen profiles, rich with fresh insights, reach beyond the star-making machinery, fan magazines, fashions, and cosmetics to the essence of each woman: the carefully molded image of Gloria Swanson, who started it all . . . Marlene Dietrich's siren persona on and off screen . . . the "reverse glamour" of Katharine Hepburn and Greta Garbo. Their power--and that of Joan Crawford, Carole Lombard, Norma Shearer, Claudette Colbert, and the long-neglected Kay Francis, Dolores Del Rio, and Constance Bennett--lay in using style, wit, and guile to outsmart the studio system and enchant the world. In these pages we see how, veiled in intrigue and mystery, they brought glamour very close to its original meaning: witchcraft. About the Author Annette Tapert coauthored *The Power of Style*, *Slim: Memories of a Rich and Imperfect Life*, and *Swiftly: My Life and Times*. Known for her lectures across the country on fashion, style, and culture, she lives in New York City.