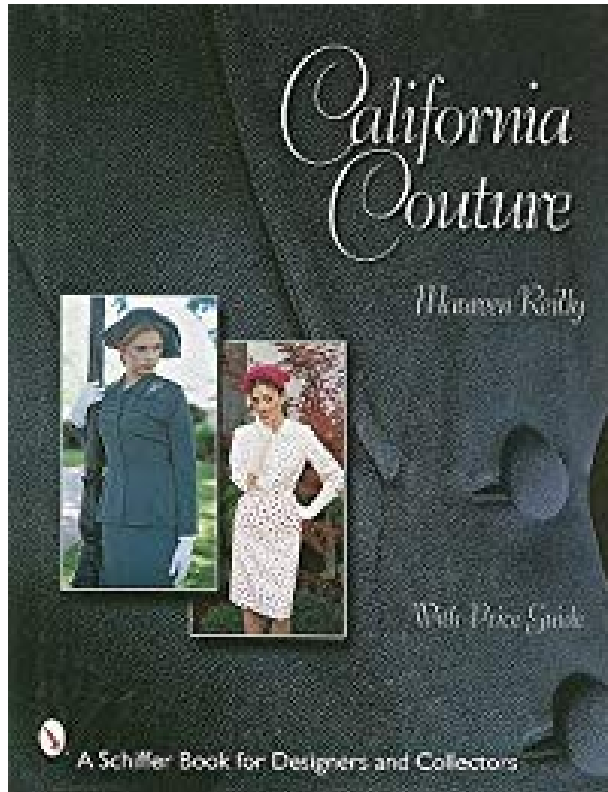


# California Couture



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High fashion clothing designers from California produced stunning wardrobes for Hollywood stars that were trend-setting styles in the mid-20th century. Adrian, Irene, Helen Rose, Jean Louis, and William Travilla trained in the costume departments of the movie studios before they opened their own salons. Others, such as James Galanos, Rudi Gernreich, and Adolf Schuman (who founded the Lilli Ann company) chose to work their fashion magic in California. Both groups made original styles that influenced fashion around the world. Here hundreds of color photos present clothing designed by these giants of the industry that is still available to today's collectors. A helpful price guide is included to aid collectors and costumers alike. Live models and vintage photographs, original designer sketches and advertisements show the originality and diversity of these American fashions that became immediately popular in the ready-to-wear market.