



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 lifestyle list on the new syndicated daytime 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 fashion stylist to do when he receives a panicked call from a dress-less Cameron Diaz on Oscar day? Can Joe pull together outfits from Ralph Lauren, Michael Kors, and Calvin Klein for a Gwyneth Paltrow spread in 24 hours? And how do they make celebrities like Scarlett Johansson and Jennifer Lopez look so great in 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.

More than just a fashion biography, this ultimate fashion insider lets readers - for the first time - in on tales, tricks, and tips previously known only to the fashion elite in this funny and frank book.

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