



The A to Z of Mod

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The A to Z of Mod

Paolo Hewitt, Mark Baxter, Martin Freeman

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This brilliantly illustrated book is a visual compendium on Mod style.

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304 pages

Revue de presse

A new book called the 'A to Z of Mod', being published on 23 April by April and written by Mod experts Paolo Hewitt and Mark Baxter, apparently touches on every facet of the fad. And, particularly knowing Hewitt's obsession with all things Mod, it should be a decent addition to any style-savvy man's coffee table. - Menswear Buyer, March 2012

In a new book, *The A to Z of Mod*, authors Paolo Hewitt and Mark Baxter (aided by a foreword from actor Martin Freeman, who merits an entry in their too-cool-for-school alphabet), explore the sartorial, societal, and cultural aspects of Mod. You'll find everything here from Vespa scooters, Northern soul and Twiggy, to amphetamines, jazz, parkas and Fred Perry shirts. --*The Scotsman*, April 2012
Présentation de l'éditeur
For some Mod means a way of life: London clubs and Lambrettas, cigarettes and speed. For others it's clothes: trim suits, sunglasses and loafers. Combining style savvy with cultural anthropology, this guide to the many aspects of Mods takes an alphabetical approach to the most enduring of youth cults. Beginning with *A bout de souffle* and ending with *Zoot Money*, authors and Mod experts Paolo Hewitt and Mark Baxter touch on every facet of the fad. Entries such as *Eel Pie Island*, *Otis Redding*, *Mary Quant*, and *Ready Steady Go* give intriguing background information, history and facts, while colourful illustrations bring Mod style to life. Style hounds, pop music fans, and Anglophiles of all ages will be entertained and inspired by this book that proves that, while 'mod'-ernism has gone through several phases, it's never gone out of style.

Biographie de l'auteur

PAOLO HEWITT began his writing career at *Melody Maker* and *New Musical Express*. His articles have appeared in newspapers and magazines as well as a series of books on sports, fashion, and music. He served as the official biographer for the groups *Oasis* and *The Jam*, runs his own Mod-style knitwear label in Italy, and is the author of *Fab Gear: The Beatles and Fashion* (Prestel). MARK BAXTER has been fascinated with fashion his entire life and has been the owner of a vintage clothing boutique. He is the author, with Paolo Hewitt, of *The Fashion of Football* and *The Mumper*. MARTIN FREEMAN is a British actor best known for his work on television shows *The Office* and *Sherlock* and in feature films such as *The Hitchhiker's Guide to the Galaxy* and *Love Actually*.

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