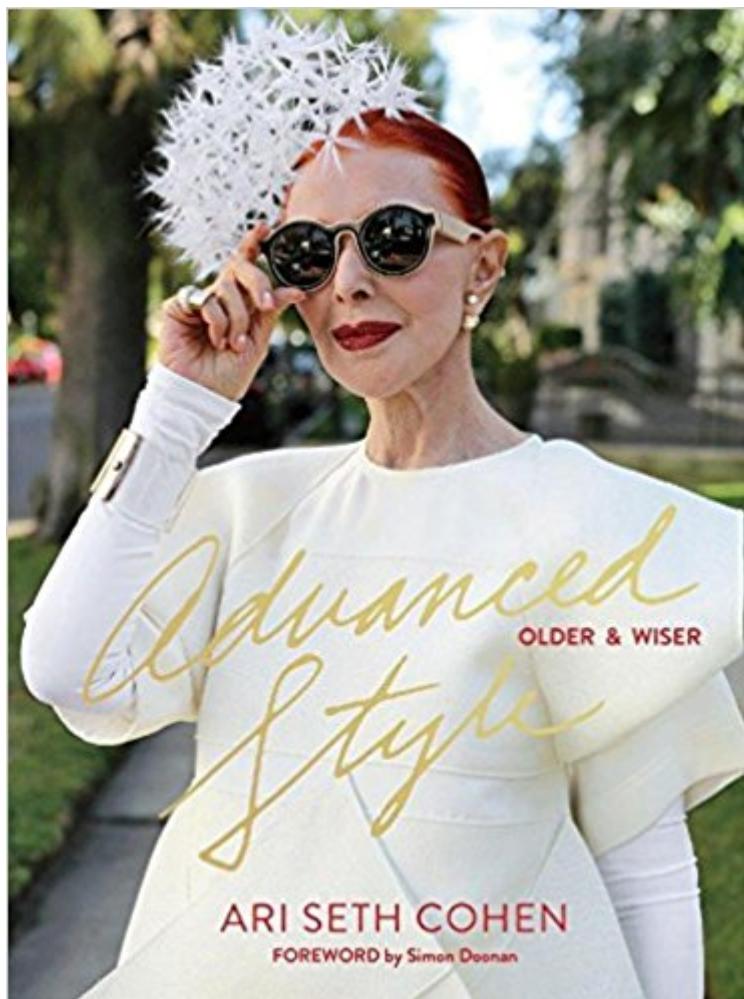


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# Advanced Style: Older & Wiser



## Synopsis

This follow-up to the bestselling Advanced Style features more senior street style and inspiration from all over the globe. In this new edition Ari Seth Cohen shares his work from the past few years including some of the world's best-dressed older gentlemen. Similar in format to the original, with dozens of images from cities all over the world including: Los Angeles, London, Cape Town, Rome, Florence, Tokyo, San Diego, Palm Springs, Melbourne, Sydney, New York, Amsterdam, Edinburgh, Stockholm, and Geneva, the book will also feature 22 short essays (by the subjects of the book) distilling the wisdom and lifestyle secrets of some of Cohen's favorite Advanced Style ladies. Plus an introduction from the always fabulous and witty Simon Doonan makes for a celebration of smashing senior style! "...I must tell you that I am not really an old lady; just cleverly disguised as one. Art and color keep me young, keep me sane. Working as I do as an untutored 'outsider' artist is my therapy, my medicine, my joy, and my purpose in life. Color surrounds me: I revel in it, splash it everywhere, gulp it with a spoon. I am immersed in art. I make it, collect it, it fills and defines my existence. Childish, shamanistic, wild and anarchic, it is as far outside the box as it is possible to be. Box?? There is no box! Be bold, be adventurous. Do profound things, dazzle yourself and the world. Don't wear beige: it might kill you. Contribute to society, and live large. Life is short, make every moment count. It is never too late to find your passion." -- Sue Kreitzman

## Book Information

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## Customer Reviews

"Ari Seth Cohen's new book, *Advanced Style: Older & Wiser*, which is filled with street-style photos and brief profiles of older people who dress with more exuberance than the average millennial, shows that notion to be nonsense." Ari's been concentrating on women of a certain age, but why not men? Maybe they're harder to find, like a needle in the haystack!" comically posits Derrill Osborn, one of the breakout menswear stars of Ari Seth Cohen's upcoming tome, *Advanced Style: Older and Wiser*.

"The subjects in Cohen's photographs are unapologetic peacocks. They do not abide the unspoken dictates of age-appropriateness nor subscribe to the current vogue for studied nonchalance." *Slate* 'I must tell you that I am not really an old lady, just cleverly disguised as one,' the seventy-five-year-old cook-turned-artist Sue Kreitzman tells Ari Seth Cohen in his new book, *'Advanced Style: Older and Wiser.'* The bundles of vibrant patterns and fabrics that she sports certainly suggest a young eye and a joyful soul, her snowy hair notwithstanding. Cohen has just compiled his second volume of photographs and interviews, based on his beloved blog, highlighting the sprightly, inventive clothes he observes on the city's elderly, all largely ignored by the fashion elite." *The New Yorker* "...now he's come out with a second book, *Advanced Style: Older & Wiser*, which not only depicts men and women in all their splendor, but their hearts and souls, too, with accompanying essays." *Hadassah* "A certain street-stylish, over-50 set is turning the notion of age-appropriate dressing on its head, wearing Iris Apfel glasses, feather boas, and leather that would put Balmain to shame. Photographer Ari Seth Cohen has chronicled these chic grandmothers and grandfathers on his travels in Buenos Aires, Tokyo, and Sydney." *The Cut* "A prolific understanding of what fashions work best for you, not others, is an acquired skill. And no one has perhaps captured the art of years-wise dressing better than blogger, author, and photographer Ari Seth Cohen, who, for years eight, to be exact—has scoured the globe to gift us with a replenished collection of images that highlight just how well ladies and gentlemen of a certain age can dress." *InStyle* "Cohen's work captures the creativity, positivity, and spirit of fashionable seniors who are transforming clichéd notions of aging," *Flavorwire* "We all have our style icons: RiRi in a Swarovski crystal thong, Beyoncé in Roberto Cavalli with a baseball bat, Prince, always. But often our greatest style inspiration comes closer to home, or right in the family. For Ari Seth Cohen, the most influential fashion icons are the ones that we might overlook: our grandparents." *Paper* "The book also includes 22 personal essays from a few of the fabulous faces, offering their time-tested wisdom on both style and lifestyle, often capturing the intersection

between the two. A fierce panache for fashion and a daring approach to personal expression seem to coincide with a wholehearted, vibrant way of being, based on these gray-haired and glorious ladies and gents." **•My Modern Metropolis**"As we get older, it's easy to worry about our looks and to fear invisibility. The antidote to that is Advanced Style, photographer Ari Seth Cohen's online homage to older people's street style." **•BUST Magazine**"Now a new book of street fashion celebrates the rise of the bolder and wiser, who never let age stand in their way of looking great." **•Saga**"With a foreword from the well-loved eccentric fashion commentator Simon Doonan and essays from some of the subjects themselves, in addition to Cohen's photographs that brim with glorious personality, this book is filled with hilarious, well-worn wisdom." **•Rangefinder**"From head-to-toe tiger print to bright blue hair, all-over clashing patterns and heart-shaped shades, every single look is enviable." **•Cool Hunting**As seen on **Spiegel** **•F-Stop** **•Medium** **•Next Avenue** **•Feature Shoot** **VIVA** - The New Zealand Herald **•A** **Huffington Post** **New York Post** **Growing Bolder** **ABC News** **We Hearti-DGLAM4GOOD** Praise for Ari's first book:"In print and on film, Mr. Cohen's arrestingly bedizened models embrace fashion with a sense of play."Ruth LaFerla, **The New York Times**"For all those who are sick and tired of seeing style and fashion presented solely as a young woman's game, behold 'Advanced Style.'"Los Angeles Times"a beautiful catalog of women who aren't over the hill, but rather ahead of the curve."New York Post"Advanced Style likely owes its rapid ascent in part to the dearth of attention paid anyone over 30 in popular culture. How the opportunity was missed is anyone's guess: According to 2010 census estimates, Americans 65 and older constitute 13 percent of the population. Those 45 and over are still two to three times the age of most female models and constitute more than 39 percent." New York Times"“The women who I photograph are confident. They know what they like, they know what suits their bodies, and they're dressing for themselves. They don't dress based on trends.” Ari Seth Cohen, **New York Times**"“These gorgeous ladies take away the fear of aging and give us all something to look forward to.” **Huffington Post**"“These women are proof that personal style advances with age.” **StyleList** "I was best friends with my grandmother growing up, and was always inspired by her energy and wisdom. I wanted to show that creativity, style, and vitality advance with age, and hopefully help change people's ideas about getting older." **Ari Seth Cohen, StyleCaster**

Ari Seth Cohen **•A** freelance writer, photographer, and blogger based in Los Angeles. He is the creator of Advanced Style, a blog devoted "to capturing the sartorial savvy of the senior set."

Advanced Style has appeared in national media such as The New York Times, The New Yorker, Los Angeles Times, The Huffington Post, Vice, New York, The Fader, Vogue Japan, Vogue Italia, Elle, Elle UK, The UK Telegraph, Forbes.com, and internationally broadcast news and fashion programs. Simon Doonan is a writer, bon vivant, media personality, famous window dresser, and Creative Ambassador for Barneys New York.

I'm '71. I find that with age I've become invisible. I've always loved clothes and accessories, frequent great thrift shops, adore colors. Ari Seth Cohen has given me a peer group and mentors to admire. I was about to send a cowboy shirt I've never worn back to the thrift shop when I found his site (and Sziporah Salomon's sp? at the same time.) Instead I wore it out to dinner and was complimented and felt terrific. They can't ease us out, if we stand out and stand up for color and glamor and creativity! Thanks thanks for this inspiring book.

So many of the reviews written about Advanced Style is about how inspiring it is for women over the age of 50, but I disagree. The popular blog, and now a newly published hard cover book, is inspiring for people of ALL AGES. I'm in my 40's and you can not underestimate the impact seeing all sorts of women "of a certain age" being CELEBRATED. In a society that sweeps a woman past 30 to the sidelines as being sartorially irrelevant, it is refreshing AND revolutionary to look at these images of these glorious women in their 60's, 70's, 80's and beyond, as captured by Cohen's lens. No need for tips on how to dress, just witness the variety and diversity of the ladies shown, add your own personality and stir. What they share in common is a colorful joie de vivre, and that appeals to women like me in their 40's. A number of friends my age have said that Advanced Style has inspired them to not give up, but to dress up. The book also seems to appeal to men and women under 30. My favorite response in talking with a 20 year old about the Advanced Style book was her enthusiastic comment of "I LOVE the Advanced Style ladies and I can't not wait to get to be their age!" The book itself is gorgeous: beautifully bound with rich color saturated pages, glossy as a magazine's. In fact, I think of Advanced Style as being more akin to a fashion magazine than a coffee table book. And what's in fashion this year? A marvelous celebration of style for all ages.

I absolutely adore this book! I found it so inspiring and hopeful that I made a list of items to add to my own advanced style treasure trove for now and the future! Pure fun!!

As an adult colorist, I greatly enjoyed this coloring book which was different from any I've ever had before. It features seniors, most of whom seem to be a bit on the eccentric side. They were quite individualistic and each one quite different. The pictures are large and quite easy for anyone to color. I mostly used crayons, highlighting with markers that were non-bleed through. The coloring book costs about double what I usually pay for one, but I am glad I purchased it since it was one I had not had before and since it proved to be such a delight to color. I even wrote brief little scenarios about each individual, giving him or her a name and writing my impression of the individual, which added to my fun.

I love, love, love the pictures of mature people who I can color in bright and beautiful colors. I think the book was only \$3.99 when I bought it so I can't complain too much, but the paper is total rubbish. It is like the paper in a cheap kids coloring book. You can cut the book apart, scan the pages and print on better paper, but I wantt to color in the book and not have to reprint. Life is too short. My suggestion would be selling it with downloadable PDF files so good copies Can be saved and printed. I would happily pay a couple of dollars more to have good quality prints I could save on my computer.

This book is full of wonderful photos of interesting people as was the first book. I do really like the little essays by some of the subjects. It's also nice to have some men included this time. One can't help but be inspired by the creativity and optimism. Their style is truly a gift to all who see them.

I had to have this book after I saw the video. These women are inspirational! You may not like all of their individual tastes but they have to be celebrated for their spirit if nothing else. As someone who isn't getting any younger, I hope to be able to resist the urge to let myself become invisible. Hooray for Advanced Style! I hope it becomes a film.

In the interest of full disclosure, I'm a 31 year old woman from the Southern U.S. And I absolutely love and am inspired by this beautiful book. Advanced Style is a coffee-table style book of lush full-color photographs. The subjects are the lovely, interesting, stylish ladies featured on Ari Seth Cohen's blog. There is not a lot of text to the book, although some ladies' wise words are featured. However, there is not a single page that I haven't pored over (usually along with my 24 year old sister and 6 year old niece). Even a photograph of a lady's hands is endlessly inspiring, simply because of the way Cohen presents his work. My personal style has also been deeply influenced.

On every page, I see a tiny detail that makes me go, "Aha! So that's how I should wear that scarf/piece of jewelry/article of clothing." All in all, a perfect tribute to the wisdom and style of these ladies.

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