

DAWN: The Career of the Legendary Fashion Retailer Dawn Mello

John A Tiffany



Key Points

- **Discover the amazing career of the formidable Dawn Mello.**
- **Dawn Mello was responsible for the formidable successes of many household designer names like Michael Kors, Donna Karan, Giorgio Armani, Calvin Klein, Azzedine Alaia and Jo Malone to name a few**

Category: Fashion

Title: Dawn: The career of legendary Fashion designer Dawn Mello

Author:
John A Tiffany

ISBN: 9781938461958

Format: Hardcover

Price: £60

Size: 241 mm x 308 mm

Publisher: Pointed Leaf Press

Release Date: 16 April 2019

Territory: UK/EU/ROW (except North America)

Book Description

Pointed Leaf Press is proud to present the first monograph on Dawn Mello in a lavishly-illustrated book that spans her impressive career.

In 1975, Mello was hired in partnership with then CEO, Ira Neimark, as Fashion Director and VP of Bergdorf Goodman. Together they turned the once dowdy department store into the retail center of luxury fashion. In the late 1980s, Mello left Bergdorf Goodman to revitalize the fading and nearly-bankrupt Gucci. While there, she hired Tom Ford as creative director and Richard Lambertson as design director. By the time she left, Gucci was back on top as a bona-fide high-fashion brand.

She has spent decades bringing other people's stories to life, silently in the background while others take their bow. She identified talent, pursued designers, and helped launch and nurture their careers. Michael Kors, Donna Karan, Giorgio Armani, Calvin Klein, Gian Franco Ferre, Azzedine Alaia, Claude Montana, Jean-Paul Gaultier, Christian Lacroix, Jo Malone—and the list goes on.

About the Author

John A. Tiffany is a fashion historian and lecturer with over 20 years of experience in public relations, event production, and marketing projects around the world. He founded his own consulting business, John Tiffany + Associates, in New York in 2002. Before founding JT+A,

John Tiffany held the dual posts of Director of Fashion Shows/Events and Director of Operations at LaForce & Stevens in New York. Early on, Tiffany was mentored by the legendary Eleanor Lambert, the Founder of New York Fashion Week