

# Mrs. O: The Face of Fashion Democracy



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Celebrated for her style and substance, Michelle Obama has transformed the role of first lady and become a 21st century icon, attracting attention from all over the world. The qualities so admired in her - intelligence, strength and charisma - radiate through her personal style, which has united accessibility with high-wattage glamour. The clothes, like the woman, feel both familiar and inspirational. Readily mixing high-end labels with more affordable brands, with a focus on craftsmanship and artistry, Mrs. O has elevated the notion of real value and ushered in a new era of "fashion democracy". Building on the success of Mrs-O.

org - the Web site that chronicles Michelle Obama's style - MRS.

O: THE FACE OF FASHION DEMOCRACY takes a closer look at America's modern style icon, featuring more than 120 photographs of the first lady and delving into the back story of her clothes and accessories. It also goes behind the scenes with interviews from her favorite designers, including Isabel Toledo, Jason Wu, Michael Kors, Maria Pinto and Isaac Mizrahi. Opening with a brief overview of Michelle Obama's early years, the book goes on to provide rarely seen photos from behind-the-scenes on the presidential primary trail through the 2008 Democratic National Convention, the monumental events of election night, the inauguration and early chapters of life in the White House. The final chapter hears the opinions of Mrs. O's adoring fans - giving the last word to the people. Original photographs of Michelle Obama's most iconic looks, along with commentary from fashion experts, top off this tactile visual feast. Woven together with sketches and illustration inspired by the first lady, the book reveals the story of a new era of American fashion.