

PRESS RELEASE

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SCHIFFER® FASHION PRESS

“Schiffer Fashion Press,” a New Imprint from Schiffer Publishing, Ltd., Launches and Releases *The SFP LookBook: Mercedes-Benz Fashion Week Fall 2013 Collections*

July 12, 2013

Atglen, PA—Schiffer Publishing, Ltd., is pleased to introduce “Schiffer Fashion Press” (SFP), a new imprint of fashion-related books for reference, design, and technique. Building on Schiffer Publishing’s long history of producing books used by fashion designers, educators, and fashion enthusiasts, the SFP imprint’s mission is to provide inspiration, historical reference, and instruction to all areas of the fashion community. SFP features a diverse selection of topics, such as contemporary fashions, fashion accessories and jewelry, vintage fashions and textiles, military and aviation uniforms, and design and construction techniques.

To see the full range of titles in the SFP imprint, [click here](#) to view SFP’s Autumn/Winter 2013 catalog of books.

As part of SFP’s launch, Schiffer Publishing is also pleased to announce the release of SFP’s inaugural LookBook, which presents ready-to-wear fashions from the Fall/Winter 2013 collections shown at Mercedes-Benz Fashion Week in New York.

Ideal for identifying trends in color, fabric, embellishment, styling, and silhouette, *The SFP LookBook* features images of thousands of looks from more than 80 of today’s top designers, including Michael Kors, Tadashi Shoji, Monique Lhuillier, Diane Von Furstenberg, Badgley Mischka, Naeem Khan, and more. This exhaustive compilation showcases high-end ready-to-wear, sportswear, menswear, accessories, and eveningwear presentations. Quickly reference the season’s hottest trends, including: intricate prints and embroidery; lacy, tiered dresses; garments with cut-out leather details; tribal-inspired urban menswear; and bold gowns in rich jewel tones. *The SFP LookBook* compiles everything that the Fall/Winter collections have to offer in one volume of high-quality images—it is a must have for trend spotters, stylists, buyers, and followers everywhere.

Schiffer Publishing, Ltd., is a family-owned, independent publisher of high-quality, nonfiction books. Since 1974, Schiffer has published thousands of titles on the diverse subjects that fuel our readers’ passions. From our traditional subjects of antiques and collectibles, arts and crafts, and military history, Schiffer has expanded its catalog to publish books on contemporary art and artists; architecture and design; food and entertaining; the metaphysical, paranormal, and folklore; and pop and fringe culture, as well as books for children.

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For press inquiries, or to request a review copy of *The SFP LookBook*, please contact Jesse Marth at 610-593-1777 or jessem@schifferbooks.com.

