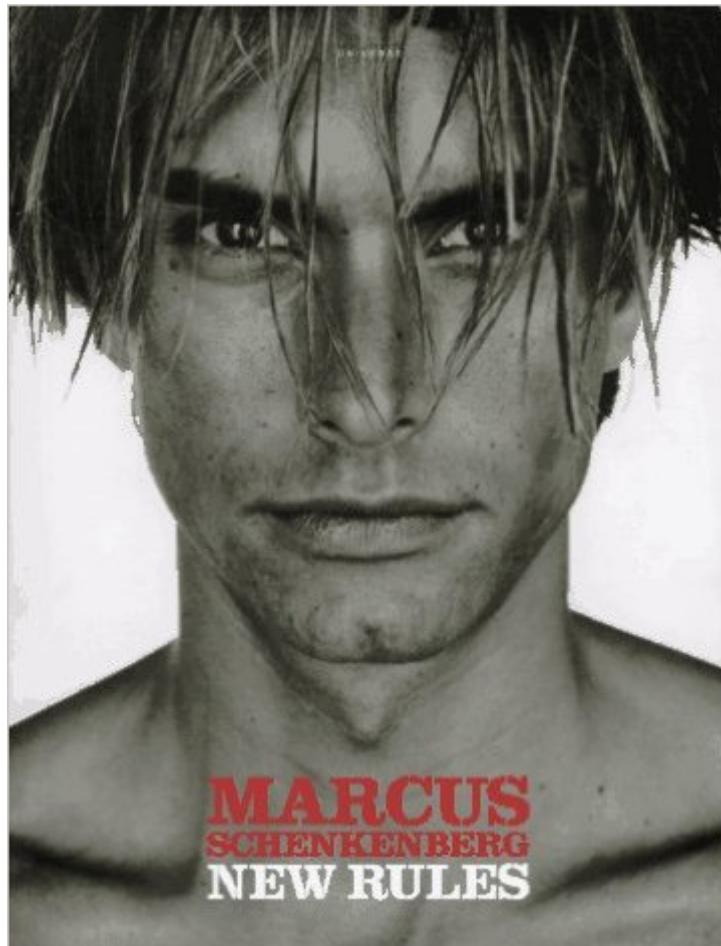


The book was found

# Marcus Schenkenberg: New Rules



## **Synopsis**

Male models and men's fashion are changing the way we look at men. Marcus Schenkenberg, the world's first male supermodel, is at the forefront of this movement in men's style, fitness, beauty, and image. Included here are the greatest photographs of Marcus's career, plus many taken exclusively for this book, from such top fashion photographers as Bruce Weber, David LaChapelle, Richard Avedon, Karl Lagerfeld, Steven Meisel, Peter Beard, Patrik Andersson, Tyen, and Albert Watson. Drawing on personal diaries, exclusive interviews for this book, and commentary from industry professionals, *New Rules* defines today's new male ideals, from fitness training to the runway. Renowned menswear designers such as Valentino and Versace, image makers such as Kevin Krier and Jim Moore, and beauty experts such as makeup artist Francois Nars and haircolor guru Brad Johns, share with Marcus their groundbreaking, trendsetting ideas about masculinity, beauty and style.

## **Book Information**

Paperback: 144 pages

Publisher: Universe Publishing; 1st edition (September 15, 1997)

Language: English

ISBN-10: 0789300974

ISBN-13: 978-0789300973

Product Dimensions: 11 x 8.5 x 0.6 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.3 out of 5 stars See all reviews (16 customer reviews)

Best Sellers Rank: #1,724,769 in Books (See Top 100 in Books) #104 in Books > Arts & Photography > Fashion > Models #825 in Books > Arts & Photography > Fashion > Fashion Photography #1222 in Books > Politics & Social Sciences > Social Sciences > Gender Studies > Men

## **Customer Reviews**

Writing in 'Clothes Show' magazine in 1995, journalist Sylvia Patterson memorably declared: "Marcus Schenkenberg is so good-looking it is, frankly, preposterous. He's a cartoon fantasy man...his chest is a two-seater sofa!" It isn't simply that Marcus is so completely, breathtakingly beautiful - that much should be obvious to anyone who's ever seen his image in print, on film, on the Web, or even in the flesh - it's also because his inevitable success as 'the first male supermodel' prompted a renewed interest in men's clothing and hygiene at a time when the fashion industry

seemed oblivious to this gaping hole in the market, and because he paved the way for an entirely new breed of celebrated male models, including Michael Bergin and the awesome Tyson Beckford, amongst others. Hence the title of this archetypal 'coffee table' book, "Marcus Schenkenberg New Rules" (1997), an uncredited collection of essays, interviews and observations from some of fashion's top-rank glitterati - Gianni Versace, Bruce Weber, Richard Avedon, et al - copyrighted by Universe Publishing, Marcus Schenkenberg himself, and Boss Models. Anyone expecting a pure beefcake portfolio in the manner of Marcus' eye-popping calendar work may be slightly disappointed by the majority of photos in this book, which examines the 'Marcus' phenomenon almost exclusively within the context of his achievements as a fashion model. There's a smattering of wholly gratuitous body shots, of course (including a number of magazine covers, and a full-page, full-color study of his naked torso on p. 8), but even those images which feature partial nudity are as much concerned with selling the clothes as the man who's wearing them.

[Download to continue reading...](#)

Marcus Schenkenberg: New Rules Marcus Buckingham's First Break All the Rules: What the World's Greatest Managers Do Differently Summary Philosophy and Opinions of Marcus Garvey [Volumes I & II in One Volume] Selected Writings and Speeches of Marcus Garvey (Dover Thrift Editions) Prolegomena to Any Future Metaphysics: and the Letter to Marcus Herz, February 1772 (Hackett Classics) Casenote Legal Briefs: Civil Procedure, Keyed to Marcus, Redish, Sherman, and Pfander, Sixth Edition Marcus Agrippa: Right-Hand Man of Caesar Augustus Robert's Rules of Order Newly Revised In Brief, 2nd edition (Roberts Rules of Order in Brief) Robert's Rules: QuickStart Guide - The Simplified Beginner's Guide to Robert's Rules of Order Robert's Rules: QuickStart Guide - The Simplified Beginner's Guide to Robert's Rules of Order (Running Meetings, Corporate Governance) The Customer Rules: The 39 Essential Rules for Delivering Sensational Service Three Jack Reacher Novellas (with bonus Jack Reacher's Rules): Deep Down, Second Son, High Heat, and Jack Reacher's Rules New Zealand: New Zealand Travel Guide: 101 Coolest Things to Do in New Zealand (New Zealand Travel Guide, Backpacking New Zealand, Budget Travel New ... Wellington, Queenstown, Christchurch) The New New Rules: A Funny Look at How Everybody But Me Has Their Head Up Their Ass Developing Products in Half the Time: New Rules, New Tools, 2nd Edition The Tanning of America: How Hip-Hop Created a Culture That Rewrote the Rules of the New Economy When China Rules the World: The End of the Western World and the Birth of a New Global Order The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly The New Rules of Marriage: What You Need to Know to Make Love Work Masterminds and

## Wingmen: Helping Our Boys Cope with Schoolyard Power, Locker-Room Tests, Girlfriends, and the New Rules of Boy World

[Dmca](#)