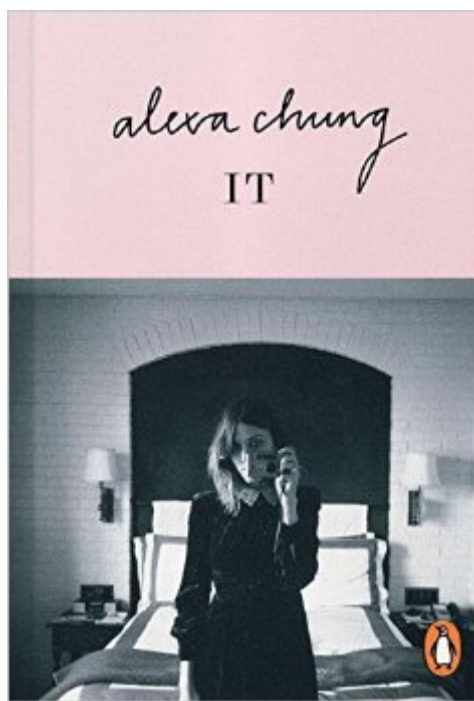


The book was found

It



Synopsis

Now available in paperback: musings, inspirations, and styling tips from the darling of the fashion world. With influences that range from the sultry beauty of Jane Birkin to the rocker chic of Mick Jagger, it's no wonder that everything worn by Alexa Chung instantly becomes the latest trend. Already a hugely popular television personality and a muse for Marc Jacobs and Karl Lagerfeld, Chung was also a cohost of the nightly music show Fuse News, covering the hottest acts and entertainment news. Chung's first book, *It*, provides her legion of fans with a long-awaited inside look at her fascinating world. A wholly unique collection of Chung's personal writings, drawings, and photographs, *It* covers everything from her candid thoughts on life, love, and music to her favorite ensembles and how to decide what to wear in the morning. With Chung's characteristic wit, charm, and refreshingly down-to-earth attitude, this full-color compendium is a must-have for anyone who loves fashion, music, and just about everything Alexa Chung.

Book Information

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Average Customer Review: 3.5 out of 5 stars [See all reviews](#) (70 customer reviews)

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Customer Reviews

'It' was a disappointment, but there was still a certain charm to 'It' that I could not help but like 'It,' despite 'It's' flaws. I jumped on the Alexa Chung fan bandwagon not long before the hardcover was published, and I happened to be downtown shortly afterward where I purchased a copy of 'It.' It technically had not been released in the US just yet, but the Strand bookstore had a copy for \$18. Upon first impression, the book is beautifully designed. Think Holly Golightly meets Nylon Magazine. Fans of older hardcovers will appreciate the fabric binding on the outside and the polka-dotted flyleaves on the inside. The minimalist cover is perfect and compelling. It's the contents

of the book that matter most, though, and this is where the brilliant, cheeky, and cultured Alexa Chung falters. I'm not saying she can't write. I'm saying she would have benefited from having a strong editor to help her collect her thoughts and figure out what 'It' truly is. Is 'It' a style book? A rant on life? A memoir? A collection of musings, photos, and doodles? I suppose It's the latter, but considering how well Alexa presents her thoughts on television, I was hoping for a more cohesive book. The "hodge podge book" can be done well, when the author has a goal in mind and stays on target. Alexa did say this was a side project and that she wrote it through *emails*, so the scatterbrained nature of the book doesn't surprise me. As another reviewer (I forget where) pointed out, the lack of photo captions does make the book a little confusing. Not every photo is of Alexa. It becomes clear towards the end of the book that Alexa was running out of steam and decided to throw just about anything into the pot. If you cannot redeem a book in the latter half, you have failed.

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