

PRESS RELEASE

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100 YEARS OF

WESTERN WEAR

By Tyler Beard ★ Photography by Jim Arndt

“The West is not a place. The West is a state of mind,” writes Tyler Beard in the introduction of *100 Years of Western Wear*. Western wear provides a vicarious experience of the West that makes people feel good. In fact, it’s rather exhilarating. So are the pages of *100 Years of Western Wear*.

Back by popular demand, Gibbs Smith, Publisher is releasing an updated and revised edition of *100 Years of Western Wear* (\$19.95, ISBN 0-87905-591-X, 160 pages, 135 color photographs, 50 black and white photographs, April 2001). In addition to a fresh cover, this edition also includes an expanded final chapter chronicling western fashion from the 1990s right up to the present, 25 new photographs showcasing the latest duds, and profiles of some up-and-coming designs of small couturiers.

Unchanged is the way *100 Years of Western Wear* beautifully illustrates the progression of cowboy dressing — from the birth of Levi’s and the entrenchment of the cowboy boot to the costumes of rodeo riders and movie stars, to the polyester play world of the seventies, flashy country-western stage wear, and the boutique clothing of the late 1900s. All in all, *100 Years of Western Wear* captures the heart and soul of a unique American style.

This style is sometimes sophisticated, sometimes sassy, but always sexy. Who could forget Roy Rogers in his stage wear, or Garth Brooks in a pair of his tight jeans and one of his Mo Betta shirts? The same holds true for the women of the West, whether it’s the legendary Dale Evans, sweetheart Shania Twain, or . . . Madonna? Yup, that’s right. Even the material girl has been sporting the glam-western look recently. Just another affirmation that western wear is hotter than ever!

Complementing its many colorful photographs, *100 Years of Western Wear* is full of entertaining commentary from author Tyler Beard. Want the lowdown on Gene Autry’s fashion preferences or a little trivia fact about Tommy Hilfiger? It’s in the book. The bottom line: *100 Years of Western Wear* will knock your boots off!

Tyler Beard, who lives in the Hill Country of central Texas, is one of the foremost authorities on vintage and contemporary western style. He also authored *Art of the Boot* and *The Cowboy Boot Book*.

Jim Arndt’s photographs have appeared in books (he photographed *The Cowboy Boot Book*) and calendars as well as major national advertising. He lives in Minneapolis.

To schedule an interview with Tyler Beard or Jim Arndt, please contact Melinda Rhodes at 1-800-748-5439 x142. For ordering information, call 1-800-748-5439 or visit www.gibbs-smith.com.

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