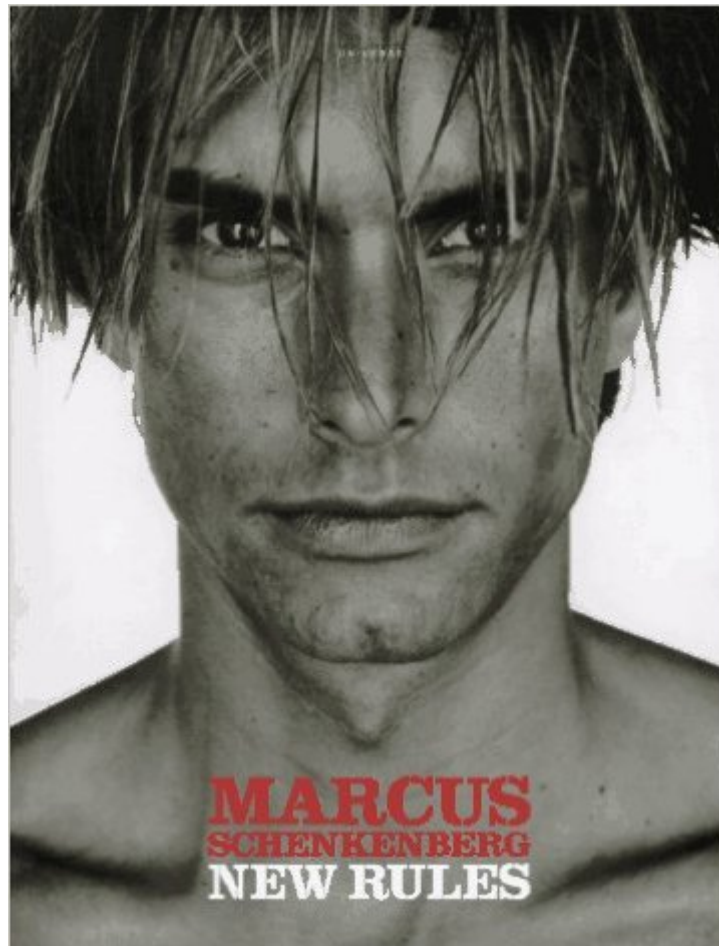


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# Marcus Schenkenberg: New Rules



## 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

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## 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.

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