



Front Row: Anna Wintour: The Cool Life and Hot Times of Vogue's Editor in Chief

By Jerry Oppenheimer



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From the *New York Times* bestselling author of *Just Desserts: Martha Stewart: The Unauthorized Biography* comes a scrupulously researched investigative biography that tells the inside story of Anna Wintour's incredible rise to power

From her exclusive perch front row center, glamorous *Vogue* magazine editor in chief Anna Wintour is the most powerful and influential style-maker in the world. Behind her trademark sunglasses and under the fringe of her Louise Brooks bob she determines whether miniskirts are in or out, whether or not it's politically correct to wear fur. She influences designers, wholesalers, and retailers globally from Seventh Avenue to the elegant fashionista enclaves of L'Avenue Montaigne and Via della Spiga. In the U.S. alone a more than \$200 billion fashion industry can rise or fall on Anna Wintour's call. And every month millions of women-and men-read *Vogue*, and are influenced by the pages of the chic and trendy style wish-book that she has controlled with an iron hand in a not-always-so-velvet glove since fighting her way to the most prestigious job in fashion journalism.

Anna Wintour's fashion influence extends to celebrities and politicians: because of it, Hillary Clinton underwent a drastic makeover and became the first First Lady to strike a pose on the cover of *Vogue* in the midst of Monicagate; Oprah Winfrey was forced to go on a strict diet before Wintour would put her on *Vogue's* cover. And beauties like Rene Zellweger and Nicole Kidman follow Anna Wintour's fashionista rules to the letter.

Now in her mid-fifties, as she nears her remarkable second decade at the helm of *Vogue*, comes this revealing biography that will shock and surprise both Anna's fans and detractors alike. Based on scores of interviews, *Front Row* unveils the Anna Wintour even those closest to her don't know. Oppenheimer chronicles this insecure and creative powerhouse's climb to the top of the bitchy, competitive fashion magazine world, showing up close, as never before exposed, how she artfully crafted and reinvented herself along the way.

She's been called many things-"Nuclear Wintour," by the British press, "cold suspicious and autocratic, a vision in skinniness," by Grace Mirabella, the editor she dethroned at *Vogue*, and the "Devil" by those who believe she's the inspiration for a recent bestselling novel written by a former assistant.

Included among the startling revelations in *Front Row* are:

- * Anna's "silver spoon" childhood spent craving time with her father.
- * Anna's rebellious teen years in London, obsessed with fashion, night-clubbing and dating roguish men.
- * Anna's many tempestuous romances.
- * Anna's curious marriage to a brilliant child psychiatrist, her role as a mother, and the shocking scandal that led to divorce when she had an affair with a married man.

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Editorial Review

From Publishers Weekly

Already skewered in the 2003 novel *The Devil Wears Prada*, Wintour now gets a marginally more factual treatment in this latest unauthorized bio from celebrity trasher Oppenheimer (who's profiled Martha Stewart, the Clintons, Jerry Seinfeld, Barbara Walters and others). As in his previous works, Oppenheimer combs his subject's past, interviewing old school pals, ex-boyfriends, distant relatives, professional enemies, former colleagues and anyone else in possession of an ounce of dirt. Wintour has a reputation for being one of the nastiest women in both the fashion world and the realm of magazine publishing, a standing Oppenheimer bends over backward to bolster, dotting his pages with catty stories about her "calculated," "offensive" maliciousness (she'd buy clothes that were too small for her high school girlfriend, just so the girl would feel fat; later, at *New York* magazine in the early 1980s, she stole story ideas from colleagues). Although Oppenheimer clearly feels Wintour's notoriety is deserved, he does recognize her achievements: putting a model in jeans on the cover of *Vogue*, for example, when no one had dreamed of mixing denim with couture. If readers can ignore Oppenheimer's often over-the-top style ("The Wintour of British *Vogue*'s discontent was about to begin"), they'll find some fun dish here. Photos.

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From [Booklist](#)

This book is, expectedly, filled with gossip and scandals and peppered with celebrity names and tales. And, should even three-quarters of this bio seem scurrilous and unfounded, the rest of the details serve to underscore the incredible bitchiness of the world of women's magazines. The scenes painted by popular biographer Oppenheimer (who chronicled the life of Martha Stewart in *Just Desserts*, 1998) seem 150 percent in alignment with his subject, Anna Wintour, editor in chief of *Vogue* magazine. The "poor" little rich girl, daughter of a well-known British journalist and social worker cum heiress, used wits, guile, charm, and connections to move from high-school dropout to the pages of world-famous publications. No stranger to scheming and dreaming, Anna at an early age set her sights on the top job at the *American Vogue* and, with rudeness, heartlessness, and unmasked ambition, shattered a few lives on her way up. This is not a pretty tale; after all, Lauren Weisberger's best-selling *The Devil Wears Prada* [BKL Ap 1 03] is a not-so-fictionalized portrait of Wintour, among others. Yet this remains a fascinating read about one of the great queen-bee bosses and her mission to determine and define fashion. *Barbara Jacobs*

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Review

"*Front Row* is a fun book...To Oppenheimer's credit, the book charts a series of seismic shifts that Wintour--for good and ill--helped navigate: the shift from written to visual culture; the triumph of style over content; the transfer of power from the mature to the young....how Wintour, the single-minded diva, schemed and screamed her way to the top of the fashion-magazine world."

- *New York* magazine

"A fast-paced biographical romp... Mr. Oppenheimer uses *Front Row* to ladle out dish--just as he did in *Just Desserts*, his 1997 biography of Martha Stewart. What he serves up is pretty juicy.... *Front Row* is an entertaining chronicle of Ms. Wintour's life...A study in power."

- *New York Observer*

"A fascinating read about one of the great queen-bee bosses and her mission to determine and define fashion."

- *Booklist*

"Gleefully vicious biography of a New York fashion icon....An in-depth look at Anna's 'bitch-eat-bitch' world."

- *Kirkus*

"Must read...gripping tales about one of fashion's most powerful players."

- *The Daily Telegraph*

"A blistering new biography. The most eagerly awaited unauthorized biography...Better than fiction."

- *New York Post*

"Oppenheimer combs his subject's past...dotting his pages with catty stories...fun dish"

- *Publishers Weekly*

"Whether you love fashion or dissections of the sort of cold-blooded creatures who inhabit it, Jerry Oppenheimer's *Front Row* is for you: an equally cold-blooded portrayal of the reigning queen of a world defined by frivolity...and abject fear."

- Michael Gross, author of *Model and Genuine Authentic: The Real Life of Ralph Lauren*

Users Review

From reader reviews:

Stephanie Carlton:

What do you about book? It is not important with you? Or just adding material when you really need something to explain what the ones you have problem? How about your free time? Or are you busy man or woman? If you don't have spare time to accomplish others business, it is gives you the sense of being bored faster. And you have extra time? What did you do? Everyone has many questions above. They must answer that question since just their can do that. It said that about e-book. Book is familiar in each person. Yes, it is appropriate. Because start from on pre-school until university need this *Front Row: Anna Wintour: The Cool Life and Hot Times of Vogue's Editor in Chief* to read.

Gordon Frederick:

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Chi Reyes:

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Randi Adams:

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