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# Brief Encounters: Underwear Inspires Art



## Synopsis

Homosexuals have long become a target of marketing experts. Fashion designers focus more and more on the possibility to make their labels known in the gay community. Star photographers Rick Day and Justin Monroe are hired, top models are cast, exclusive sets are conceptualized, and many hours are invested in Photoshopping. The results are incredibly impressive images. Style editor Jason Salzenstein has gathered the best images from the short history of this phenomenon in "Brief Encounters".

## Book Information

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## Customer Reviews

According to the package insert, author 'Jason Salzenstein is a creative consultant, fashion editor, and award-winning film producer whose interests and scope of work covers all areas of design. He studied in Paris, worked with Hollywood celebrities for Dolce and Gabbana, and has contributed to publications around the world. His clients are global, but he calls Boston, Los Angeles and Seattle home.' What could also be added as a category in which Salzenstein excels is his ability to create a book about fashion that happens to be both educational and entertaining. BRIEF ENCOUNTERS, a fine play on words for this collection, is a survey for the various companies who design men's underwear and the reasons and concepts behind their designs AND marketing techniques. The book begins with a series of essays and photographs from the underwear designers Andrew Christian (and his famous Flashback series spotlighting bubble butts), Aussiebum, Bon Bon, C-IN2, Diesel (especially their 'Be Stupid' line), ES Collection - the sport look, Nasty Pig, Papi, Rufskin, teamm8,

Timoteo, and xtg - each essay accompanied by each company's ad campaign photographs her produced in rich color and large spread. The second part of the book gives Salzenstein the opportunity to curate the works of many photographic artists who have incorporated underwear into their work. These photographs are pure art without the commercial aspect - imaginative, exploratory, vividly colorful. One very well received aspect of this section is that both model and photographer are listed by name beneath each photograph: few artists are that sharing with their models' identities and the collaboration is very successful. So in the end this is a book about current fashion as well as a book of the best in commercial photography paired with fine art photography. The star is the underwear - and the models who pose it! Grady Harp, November 10

If the hot images weren't enough, the commentary on the various brands really made this book a hit for me. If you like men's underwear, and the hot bodies that fill it, this book is sure to not disappoint. There is no nudity. But what's left to your imagination is far better than that...

Sexy men in sexy underwear ... two of my favourite interests! Jason Salzenstein has put together a collection of great looking guys advertising different brands of high quality men's fashion underwear in exotic and erotic poses. The author gives a brief history of each brand but it's the pictures, like any good catalog, that does the talking. ES, Rufskin and Nasty Pig certainly ooze a lot of masculinity but whatever your taste in undies, whether wearing or just looking at them, there's something for everyone here. Last shot in the book by Richard Gerst of brand Clever is a gem. Suggestion: time someone did a similar book devoted to Andrew Christian and his fun models.

I really liked the pictures and the theme that is about men in underwear. The ad campaigns and the art all in one book. The photography is excellent!!

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