



ADVANCED INFORMATION

ISBN	9781909109728
TITLE	How to Dress Like a Princess
AUTHOR	Claudia Joseph
IMPRINT	Splendid Publications
BIC CATEGORY	WJF/KNSX
DIMENSION	190 x 245mm
BINDING/PP	Paperback / cover / 144 pages
ILLUSTRATIONS	Colour
CLOSED MARKETS	No restrictions
PUBLICATION DATE	March 2017
PRICE	£12.99

SUMMARY

With her grace, elegance and style, the Duchess of Cambridge has become a fashion icon the world over. A dress or a pair of shoes worn by Kate can sell out within minutes, often crashing websites as women clamour to copy her look. Now Claudia Joseph reveals the secrets of Kate's wardrobe, talking to the designers who have dressed her and unveiling her favourite fashion pieces. *How to Dress Like a Princess* features stunning images of Kate, her priceless jewellery collection and beauty products. Uniquely illustrated, it is a superbly-designed, full-colour, must-have guide for every fashionista.

AUTHOR

Claudia Joseph is a respected journalist and royal writer/commentator and author of *William and Kate's Britain*, also by Splendid Publications. Her book *Kate: The Making of a Princess* sold in the UK, US and several other worldwide markets.

SELLING POINTS

The Duchess of Cambridge is arguably the most glamorous royal in recent times and interest in her is always high all over the world. This book shows women everywhere how they too, can adopt Kate's dazzling style with useful tips on how to dress for the season, what not to wear and the importance of essential wardrobe pieces. It would make a beautiful gift for any woman who loves fashion.

PUBLICITY

High likelihood of serialisation in a national newspaper as the author is a regular contributor to both the Daily Mail and the Mail on Sunday.
Social media marketing campaign.
Major radio and television publicity campaign.