

# Spring / Summer 2024 Catalogue

**K**  
LAURENCE KING





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# The Digital Marketing Handbook

Create a simple strategy and grow your business online

Alice Benham

- Examples and case studies.
- Insights from trusted experts.
- Chapter summaries for easy reminders.
- Action steps for every topic.

From strategist, speaker and podcaster Alice Benham comes *The Digital Marketing Handbook* — an expert guide covering the fundamentals of marketing, filled with case studies and interviews with industry insiders.

Rooted in theory but with real-life experiences and case studies from entrepreneurs who have made digital marketing work for them, the book will leave you with the clarity and systems to take your business to the next level. An indispensable resource for small-business owners, freelancers, entrepreneurs and marketing students.

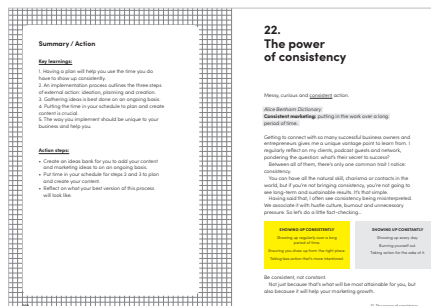
## THE DIGITAL MARKETING HANDBOOK

Create a simple strategy and grow your business online

Alice Benham

**ALICE BENHAM** found herself 'accidentally' running a business after leaving school early aged 17. She has spent the last six years helping entrepreneurs pivot and grow their businesses in a sustainable way. She also hosts the podcast *Starting the Conversation*.

9781529431476 | Paperback  
9781529431483 | eBook  
9781529431490 | Audiobook  
240pp | 100 illustrations | 200 x 144mm  
\$35.00 | £22.00  
**JUNE 2024**





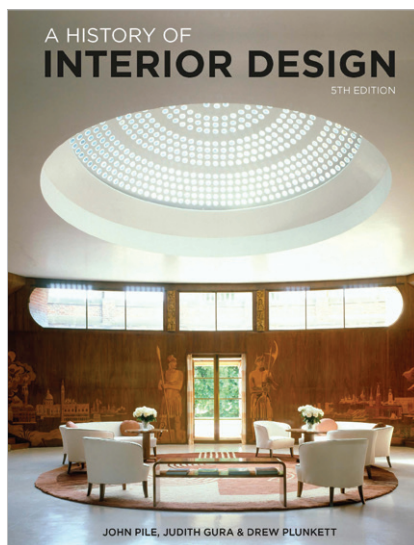
# A History of Interior Design Fifth Edition

John Pile, Judith Gura &  
Drew Plunkett

- Unrivalled history of interior design from prehistory to the present.
- Fully updated 5th edition.
- Over 730 illustrations with examples from round the world and most in colour.

*A History of Interior Design, Fifth Edition* tells the story of 6,000 years of domestic and public space. It's an essential resource for students, professionals and anyone interested in interior design, the decorative arts, architecture and art history.

This fully updated fifth edition includes more on the contributions of women designers and architects, additional coverage of furniture, product design and decoration, as well as numerous examples of diverse modern styles from around the world. An extra final chapter focuses on the influence of the latest technology and current thinking on the importance of conservation and ethical sourcing.

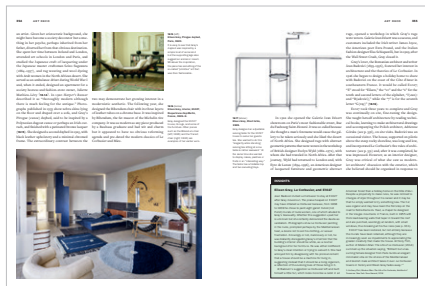


**JOHN PILE** was Professor of Design at the renowned Pratt Institute Brooklyn. He was the author of twelve books.

**JUDITH GURA** was professor of design history and theory at the New York School of Interior Design. She was the author of several books on interior design, Scandinavian furniture and furniture styles.

**DREW PLUNKETT** was Head of the Department of Interior Design at the Glasgow School of Art and has practised as an interior designer. He is also an exhibitor and curator, and the author of several books on interior design.

9781529419979 | Paperback  
9781529433104 | eBook  
496pp | 730 illustrations | 292 x 220mm  
Not available in US | £65.00  
**JANUARY 2024**



# Better Things

## Materials for sustainable product design

Daniel Liden

- The inside scoop on sustainability and the materials in the products we use.
- Packed with data.
- Written by an industry expert.

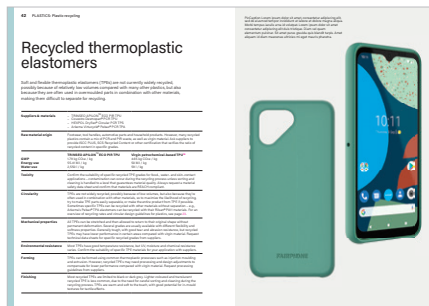
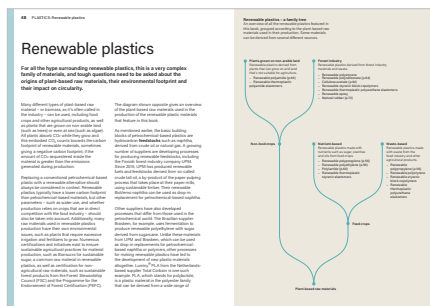
How often have you seen a label on a product proclaiming it to be made from 'recycled material', 'bioplastic' or similar, without giving any detail of the concrete environmental benefits? What do these terms really mean? A drive for greater transparency and demonstrable environmental benefits is happening in product design, through emerging legislation and standards, and not least consumer demand for more sustainable products and unambiguous marketing.

In *Better Things: Materials for sustainable product design*, product designer Daniel Liden seeks to tackle the lazy 'greenwashing' terminology we see every day and answer these questions, providing a guide for product designers, manufacturers and consumers wishing to make better and more informed decisions about the materials they choose.



**DANIEL LIDEN** is a product designer with a passion for materials and more than 15 years' experience working as an independent design consultant, as well as in the design team at Nokia and Lenovo. He currently works with Chris Lefferi, an internationally recognised leader in materials and design.

9781529419689 | Paperback  
9781529419696 | eBook  
240pp | 200 illustrations | 240 x 165mm  
\$35.00 | £25.00  
**FEBRUARY 2024**



# Drawing for Product Designers

## Second Edition

Kevin Henry

- Cutting-edge coverage of digital UI/UX design.
- Includes step-by-step tutorials and new case studies on leading designers.
- Additional resources include videos.

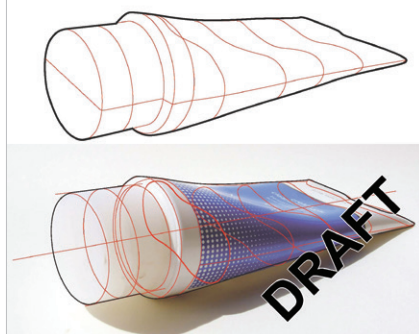
In this practical guide to both hand- and computer-drawn design, readers will learn to think in 3D and build complex design ideas that are structurally sound and visually clear. Specially created sketches and computer models show how to develop sketches into finished illustrations.

The revised edition of this successful guide contains new material on diagramming, mapping and design strategy. There are also new case studies of leading designers, and cutting-edge coverage of the latest VR drawing programmes, as well as smart device and digital platform interface design.

## DRAWING FOR PRODUCT DESIGNERS

Second Edition

Kevin Henry



**KEVIN HENRY** is Professor at Columbia College in Chicago where he is coordinator of the Art and Design Department's Product Design programme. He is also an independent design consultant and an award-winning furniture designer.

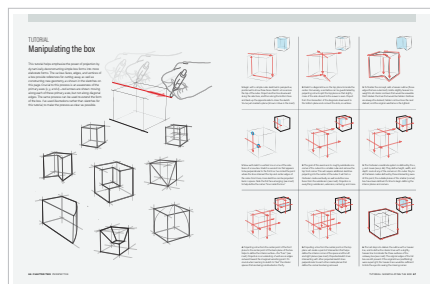
9781529420289 | Paperback

9781529420296 | eBook

232pp | 400 illustrations | 280 x 216mm

\$50.00 | £40.00

**AUGUST 2024**



# Editorial Design

## Third Edition

Digital & Print

Cath Caldwell

- Indispensable guide to the latest processes of editorial design for print and digital.
- Includes updated case studies, tips and profiles of leading designers.
- Refreshed layout for easy legibility.

*Editorial Design* presents designers with everything they need to know to create their own layouts, connecting editorial design history with current practice to enlighten and inspire the beginner as well as the more experienced designer.

The third edition has been updated to reflect the latest developments in visual journalism, with over one hundred new images showcasing the very best in contemporary editorial design. New chapters have been added dedicated to independent magazines and the seamless integration of print with digital.

This generously illustrated revised edition includes case studies, practical exercises and tips, along with profiles of leading designers in the field. The book design has been refreshed in a larger format for easier legibility.



**CATH CALDWELL** is Senior Lecturer at Central Saint Martins, University of the Arts, London, working on the Graphic Communication Programme. Cath is a founder member of the Editorial Designers Organisation.

9781529419825 | Paperback

9781529419818 | eBook

240pp | 420 illustrations | 256 x 215mm

\$40.00 | £30.00

**JULY 2024**



# Print Production

*A Complete Guide to Planning, Printing and Packaging*

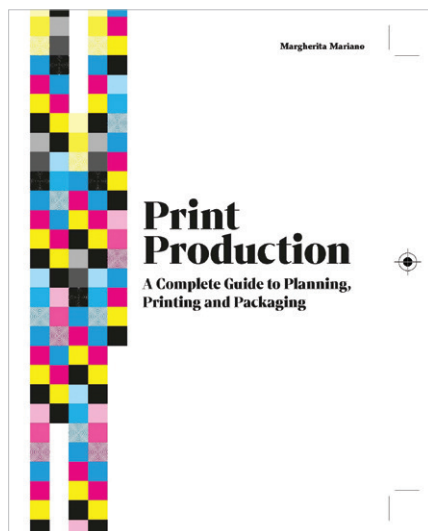
Margherita Mariano

- Written by an industry expert.
- Printed on three different paper stocks to demonstrate printing effects.
- Packed with helpful tips.

The result of 35 years of experience in the publishing and printing industry, this bible provides all the information needed by anyone who wants to print and produce any type of document whether a book, a magazine, a poster or a brochure.

Graphic designers, editors, production controllers, and those working in communications and marketing will find all they need to know and understand in this must-have book that clearly and authoritatively presents the theoretical facts and the technical information, but also deals with the human know-how.

Richly illustrated and produced to a very high spec, this key companion covers the whole production process step-by-step, providing practical tips, alerts on traps to avoid and answers to those tricky questions.



**MARGHERITA MARIANO** has been a prominent figure in the field of printing for 35 years, working in Italy and then France. She regularly gives short training courses on manufacturing as part of publishing internships, and continues to follow technical developments in the areas of both pre-press and printing.

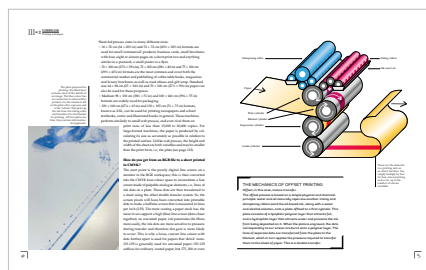
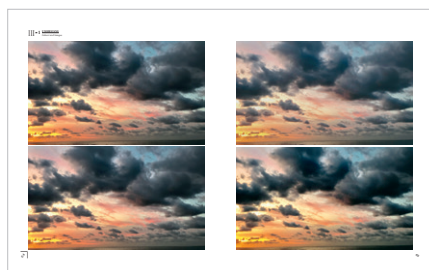
9781529430158 | Hardback

9781529430165 | eBook

264pp | 300 illustrations | 263 x 223mm

\$60.00 | £50.00

**MAY 2024**



# Designing Futures

*Speculation, Critique, Innovation*

Benedikt Groß & Eileen Mandir

- Specially commissioned colour diagrams bring the theory to life
- Rich in international case studies, including new ones for this English edition
- Relevant to designers in a range of fields as well as general readers fascinated by futurology

Design Futuring is a young field of activity where designers and other creatives sketch and experiment with different (desirable) futures, making them comprehensible. Mandir and Groß present methods and tools that enable practitioners to design far more than surfaces and interfaces. These are methods and tools that, in the best-case scenario, will enable them to be designers of a better world.

Complete with projects from designers and innovation hubs throughout the world: from global seed vaults in Norway and a renewable energy lab in the UAE, to a brand creating clothes that grow with your child in France and grass covered automobiles in Germany.



**EILEEN MANDIR** combines her experiences in design, engineering and coaching to create discourse and change – for people, systems and organizations. She is Professor for Systemic Design at the Faculty of Design at the University of Applied Sciences Munich.

**BENEDIKT GROß** is an antidisciplinary designer. Working at the intersection of people, technology and futures somewhere within the Bermuda Triangle of Design Futuring, Generative Design and Data. He is Professor of Interaction & Strategic Design at the HfG Schwäbisch Gmünd and is co-directing there the chapter of Gestaltung.ai, a research project funded by the BMBF that focuses on AI in design education.

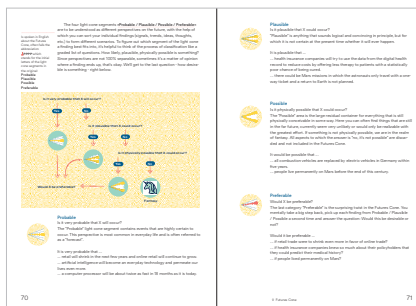
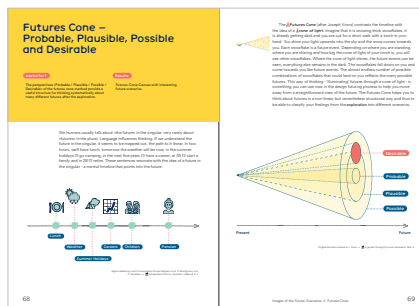
781529435054 | Hardback

9781529435061 | eBook

256pp | 500 illustrations | 244 x 170mm

\$40.00 | £35.00

**AUGUST 2024**



# Furniture Design Second Edition

Stuart Lawson

- A complete survey of the cultural history of furniture design.
- An illustrated directory of materials and techniques.
- Featuring the work of leading international designers.

A unique and comprehensive resource for student and professional furniture designers, providing in-depth answers to their questions about aesthetics, function, materials, manufacturing and sustainability.

In this second edition Stuart Lawson emphasizes the principles of a circular economy and what this means for furniture design and consumption. He considers the latest technological developments such as 3-D printing and the use of innovative materials such as bioplastics. He also examines the capabilities and potential of CAD-based design optimization, AI and machine learning-driven generative design processes.



**STUART LAWSON** is Associate Professor in the School of Art, Design & Architecture at De Montfort University, Leicester, UK

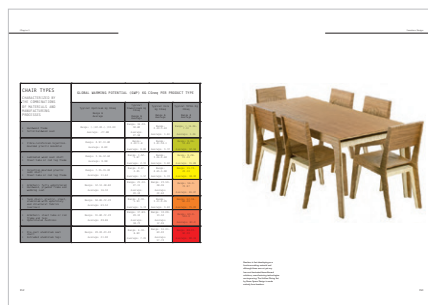
9781529432060 | Paperback

9781529432077 | eBook

224pp | 370 illustrations | 280 x 216mm

\$50.00 | £40.00

**AUGUST 2024**





# Interior Design is Not Decoration

Stephanie Travis & Catherine Anderson

- Written by respected academic practitioners
- Attractive, giftable format
- Engaging, bite-sized entries great for dipping into

Interior design is not about paint colours and accent cushions. It is an important practice that affects all our lives. This entertaining book explores the world of interior design with a snappy set of 100 entries, all explaining what interior design is in an attractive format.

The wide range of topics covered – media and culture, psychology, concepts, space, types of project, materials, environment and wellbeing, technical issues, and the profession – just proves that interiors are an integral part of our lived experience. The book will appeal to students, professionals and anyone interested in the fascinating subject of what surrounds us.



**STEPHANIE TRAVIS** and **CATHERINE ANDERSON** both teach Interior Architecture and Design at the Columbian College of Arts and Sciences, The George Washington University, Washington, DC. Stephanie is the author of *Sketching for Architecture + Interior Design* (Laurence King, 2015) and, with Catherine, the co-author of *25 Concepts in Modern Architecture* (2021).

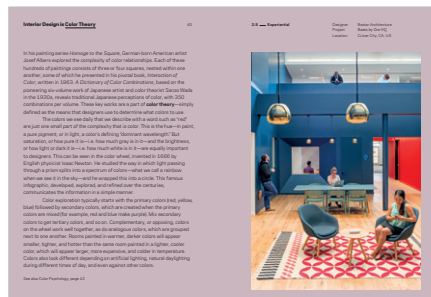
9781529431551 | Flexiback

9781529431568 | eBook

232pp | 100 illustrations | 200 x 144mm

\$35.00 | £25.00

**AUGUST 2024**





# How to Think and Design in the Third Dimension

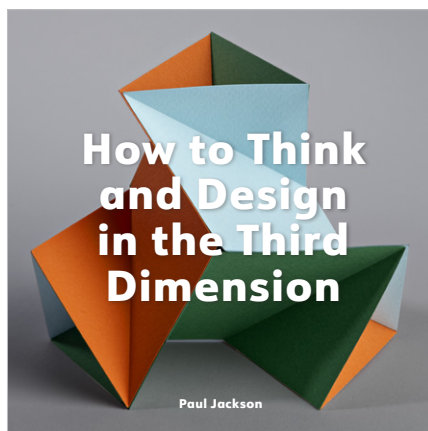
Paul Jackson

- From paper folding genius Paul Jackson.
- Only book about 3D symmetry written as a visual subject.
- Contains 60 construction projects and links to 32 videos, all exclusive to the book.

We live in a 3D world, but most 3D objects are designed from a series of 2D side elevations and plan views. This book will teach you how to think and design in the third dimension. Through 60 construction projects you will learn how folded paper units can be joined to create beautiful 3D structures, according to the principles of 3D symmetry.

In addition to more than 80 specially commissioned photographs and 300 step-by-step illustrations, this accessible book contains QR codes or hyperlinks to 32 short videos that show a selection of the projects rotating through 360 degrees.

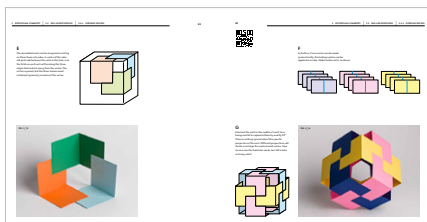
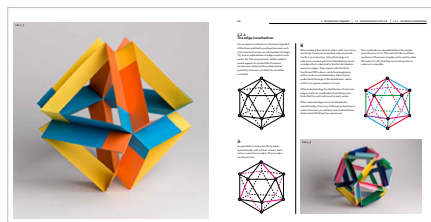
With *How to Think and Design in the Third Dimension* by their side, anyone who creates in three dimensions, including designers, sculptors, architects, engineers and craftspeople, will be able to design with a new, practical and infinitely creative language of form.



**PAUL JACKSON** is a well-respected professional paper artist, bestselling author of over 30 books on paper arts and crafts, teacher and passionate advocate of folding as a language of design.

9781529432046 | Paperback  
9781529432053 | eBook  
144pp | 380 illustrations | 220 x 220mm  
\$40.00 / £30.00

**OCTOBER 2024**



# Fashion Writing

## Journalism and Content Creation

Josephine Collins & Stephen Spear

- Up-to-date and international guide covering both traditional journalism and content creation.
- Written by experienced professionals teaching in a leading fashion school.
- Includes interviews with writers and journalists from around the world.

Fashion writing now enjoys its highest-ever profile as the digital world has multiplied the number of platforms on which it is available. No longer confined to restrictive print schedules or occasional broadcast slots, fashion is an ever-present content driver. With retailers, brands and designers all in on the act, plus citizen fashion coverage, the volume of fashion writing has risen beyond any predictions.

While influencers monetize their musings - indeed, create successful fashion media and product businesses - magazines and newspapers have expanded their multi-channel fashion content in order to secure more touch points with consumers and drive revenue from advertising.

Aimed at students and untrained writers, this guide will also appeal to content creators who want to add a professional approach to their fashion writing.



**JOSEPHINE COLLINS** is the course leader for BA (Hons) Fashion Journalism and Content Creation and senior lecturer in print and online journalism at London College of Fashion.

**STEPHEN SPEAR** is a lecturer at London College of Fashion and an experienced journalist.

9781529419955 | Paperback  
9781529419948 | eBook  
192pp | 70 illustrations | 220 x 158mm  
\$30.00 | £24.99  
**JANUARY 2024**



# The Fashion Entrepreneur

*A Definitive Guide to Building Your Brand*

Keanan Duffy

- By an internationally respected industry expert
- Contains interviews with leading entrepreneurs including Tommy Hilfiger
- Comprehensive, carefully designed handbook

A five-part guide to operating a successful fashion business covering everything tomorrow's fashion leaders need to know about managing, funding, marketing, branding and selling.

Led by the author's vision and packed with interviews from iconic figures in fashion, the book shows that despite all that is wrong with today's fashion system, there has never been a better time to be a visionary, game-changing fashion entrepreneur. Case study interviewees include designers Tommy Hilfiger and Jenny Packham and some of the biggest names in fashion marketing, publicity, brand collaboration and legal representation.



**KEANAN DUFFY** is an award-winning British fashion designer, musician, and educator. He is a member of the Council of Fashion Designers of America (CFDA). Duffy has done collaborations with brands including Reebok, Gola and Dr Martens and designed with artists such as The Sex Pistols, David Bowie and Gwen Stefani.

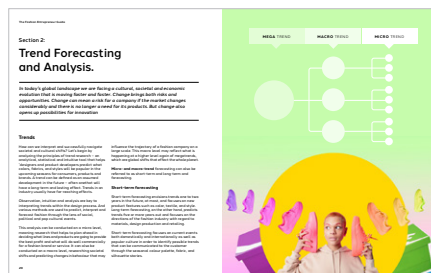
9781529428667 | Hardback

9781529428674 | eBook

192pp | 80 illustrations | 210 x 170mm

\$40.00 | £30.00

**SEPTEMBER 2024**



# Marketing Fashion Third Edition

Harriet Posner

- The only introductory, fully illustrated book on fashion marketing.
- Real-life examples put theory into practice.
- This edition includes updated material on social media and digital technology.

*Marketing Fashion, Third Edition* is a practical guide to the fundamental principles of marketing, branding and promotion, from creating a customer profile to developing a brand identity. This book explains key concepts and illustrates how they are applied within the global fashion and retail industry, from haute couture to the mass market.

Examples drawn from a broad range of fashion, textile and retail have been updated to include more on social media, digital and emerging technologies, such as fashion in the metaverse. This new edition increases the focus on sustainability issues, while also tracing recent disruptions to traditional marketing frameworks such as degrowth. There are also more examples of global fashion weeks and brand collaborations. The book will appeal to students at degree or foundation level as well as those contemplating a career in the fashion industry.

# Marketing Fashion

Third Edition

Strategy,  
Branding and  
Promotion

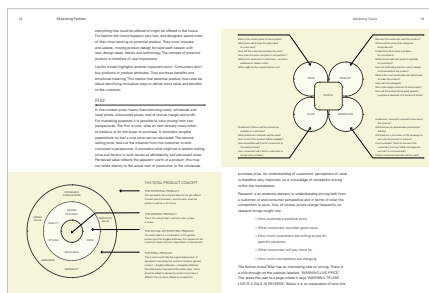
Harriet Posner

**DRAFT**

**HARRIET POSNER** was Course Leader for Fashion Communication and Promotion at Norwich University of the Arts. She is now Course Director of the BA Fashion Communication course at Condé Nast College of Fashion and Design, London.

9781529420326 | Paperback  
9781529420333 | eBook  
256pp | 370 illustrations | 257 x 190mm  
\$40.00 | £30.00

**AUGUST 2024**



# The Story of Perfume

Elisabeth de Feydeau

- With 250 beautiful images, including rare documents.
- Written by a leading historian specializing in the luxury and fragrance industry.
- Gorgeous gift volume, as well as a must-have resource for industry professionals.

What parts of the world do fragrances come from? Who invented them and what are their main ingredients? How did perfume cross from the sacred to the profane? Who were the first great perfumers? What role has the fashion industry played in the history of perfume? How do you become a successful 'nose'? What stories lie behind iconic perfumes such as Chanel's N°5, CK One, or Jean Paul Gaultier's Le Mâle?

Lavishly illustrated with archival documents from the most beautiful fragrance brands, *The Story of Perfume* transports its readers into a precious and mesmerizing world.



ÉLISABETH DE FEYDEAU has a PhD in the history of perfume from the University of Paris-Sorbonne, teaches at the Versailles School of Perfumers and is a cultural adviser to leading luxury brands, including Christian Dior, Thierry Mugler, Chanel, Guerlain and Lancaster. She is the author of several books, including *The Herbarium of Marie Antoinette* and the novel *A Scented Palace*, both of which have been translated into several languages.

9781529432299 | Hardback

9781529432282 | eBook

160pp | 250 illustrations | 294 x 236mm

\$40.00 | £35.00

**AUGUST 2024**



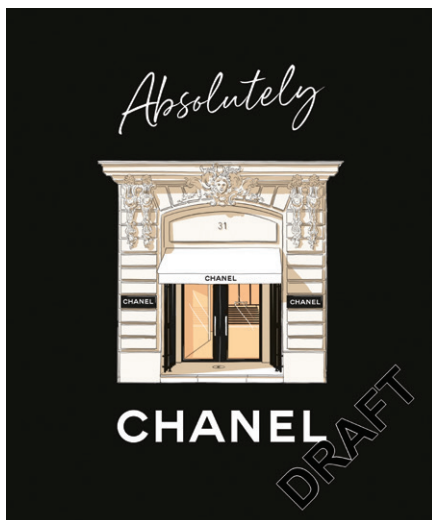
# Absolutely Chanel

Catherine Örmén

- The only Chanel book to cover the whole story of the house of Chanel, from Coco Chanel's genius to Virginie Viard's current tenure as creative director.
- One-of-a-kind publication with tip-ins containing facsimile artworks by Warhol, Beaton and Cocteau, as well as rare ephemera, from Chanel's own handwritten notes to sketches by Karl Lagerfeld.
- Luxe, fully illustrated volume complete with booklets and fold-outs focusing on different parts of the house of Chanel, from its embroidery ateliers to its jewellery, beauty and perfume creations.

Coco Chanel is the most iconic and enduringly fascinating fashion designer in history; her namesake fashion house continues to reign supreme within the world of luxury.

From Chanel's revolutionary role in the history of womenswear to its legendary perfumes, unparalleled ateliers and exquisite jewellery collections, through to the Lagerfeld years and beyond, this fully illustrated volume (complete with pull-outs) tells the story of couture's most coveted brand.



CATHERINE ÖRMÉN studied at the Ecole du Louvre, Ecole du Patrimoine and Studio Bercot, and is an expert on the history of fashion. She works as a curator, teacher and author, and has written several acclaimed fashion monographs including *All About Yves* (Laurence King, 2017)

9781529438239 | Hardback

9781529438246 | eBook

128pp | 200 illustrations | 300 x 250mm

\$65.00 | £50.00

**OCTOBER 2024**



## A Pocket Guide to Nike

Josh Sims

## A Pocket Guide to Adidas

Josh Sims

- The first titles in a brand new series
- 2024 is Nike's 60th anniversary and Adidas's 75th anniversary
- Expertly researched and beautifully designed

A multi-author series of compact fashion monographs exploring the era-defining and iconic moments that have shaped the history of each fashion brand, and the creative geniuses behind them. From high-end houses like Gucci, Louis Vuitton and Vivienne Westwood to legendary sports labels like Nike and Adidas, these pocket books make perfect gifts for fashion lovers.

**JOSH SIMS** is a freelance style writer, contributing to the likes of the *Financial Times*, *The Independent*, *The Independent on Sunday*, *Mail on Sunday*, Channel 4, the BBC, *Esquire*, *GQ*, *Wallpaper\** and *i-D*. He is the author of *Icons of Men's Style* and *Cult Streetwear* for Laurence King and contributor to several fashion books from Taschen. He has extensive contacts within the style and mainstream press.



9781529438666 | Hardback

9781529438673 | eBook

160pp | 190mm x 139mm

\$19.99 | £14.99

**SEPTEMBER (UK), NOVEMBER (US) 2024**



9781529438680 | Hardback

9781529438697 | eBook

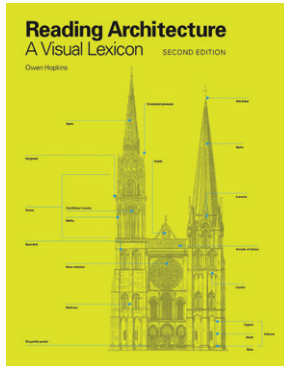
160pp | 190mm x 139mm

\$19.99 | £14.99

**SEPTEMBER (UK), NOVEMBER (US) 2024**



## Architecture and Interior Design



*'Anyone with an interest in buildings and the built environment would do well to purchase a copy of Owen Hopkins' book.'*

- Monocle

### Reading Architecture

Second Edition

A Visual Lexicon

Owen Hopkins

9781529420340

9781529420357 eBook

192pp | Paperback | 2023

\$35.00 | £30.00



### Archidoodle

An Architect's Activity Book

Steve Bowkett

9781780673219

160pp | Paperback | 2013

\$22.99 | £16.99



### Architecture

An Introduction

Geoffrey Makstutis

9781856696234

9781780674940 eBook

248pp | Paperback | 2010

\$40.00 | £30.00



### Architectural Modelmaking

Second Edition

Nick Dunn

UK 9781780671727

US 9781780671710

9781780676494 eBook

216pp | Paperback | 2014

\$40.00 | £30.00



### Architectural Styles

A Visual Guide

Owen Hopkins

9781780671635

9781780676388 eBook

240pp | Flexiback | 2014

\$19.99 | £16.99



### The Architecture of Yemen, Its Reconstruction

Salma Samar Damluji

9781786275721

9781529421002 eBook

36pp | Hardback | 2021

\$95.00 | £65.00



### Biomorphic Structures

Architecture Inspired by Nature

Asterios Agkathidis

9781780679471

160pp | Paperback | 2017

\$14.99 | £12.99



### Design Process in Architecture

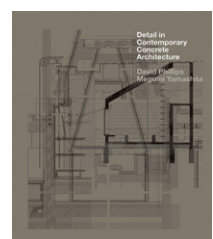
From Concept to Completion

Geoffrey Makstutis

9781786271327

192pp | Paperback | 2018

\$39.99 | £24.99



### Detail in Contemporary Concrete Architecture

David Phillips,

Megumi Yamashita

9781780670096

9781780675060 eBook

224pp | Hardback | 2012

\$65.00 | £45.00

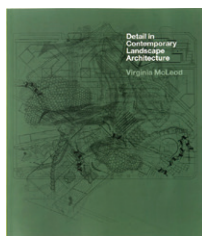




### Detail in Contemporary Glass Architecture

Virginia McLeod

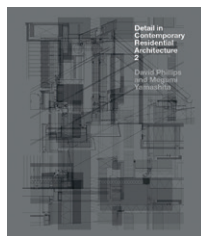
9781856697408  
224pp | Hardback | 2011  
\$65.00 | £50.00



### Detail in Contemporary Landscape Architecture

Virginia McLeod

9781780670232  
192pp | Paperback | 2012  
\$60.00 | £29.99



### Detail in Contemporary Residential Architecture 2

David Phillips,  
Megumi Yamashita

9781780671758  
224pp | Hardback | 2014  
\$65.00 | £45.00



### Detail in Contemporary Timber Architecture

Virginia McLeod

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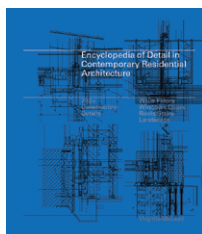


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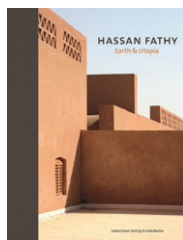
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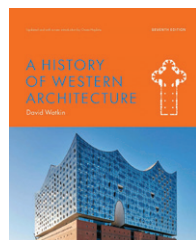


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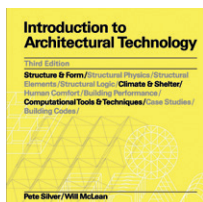


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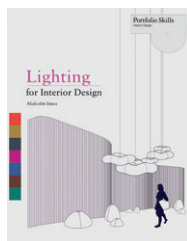
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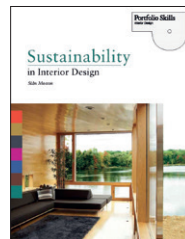
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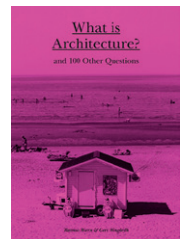
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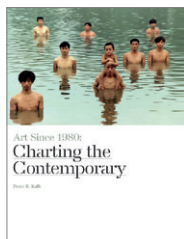
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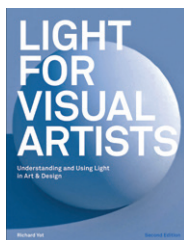
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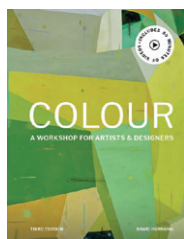
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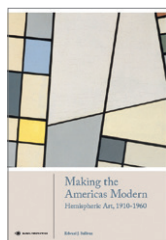
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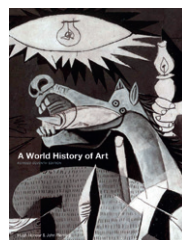
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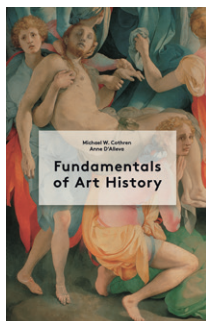
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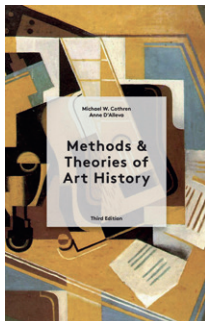


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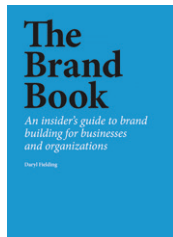


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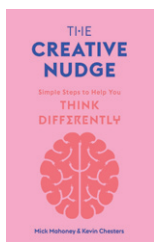
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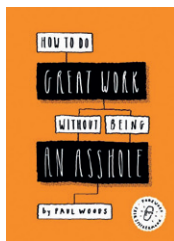


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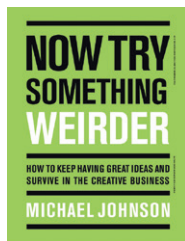
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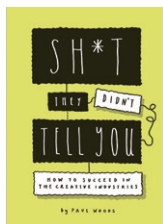
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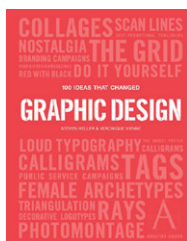
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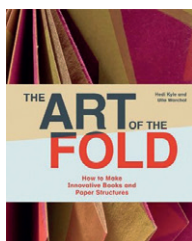
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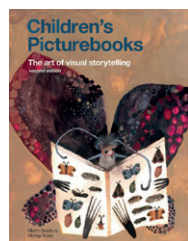
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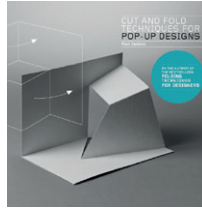




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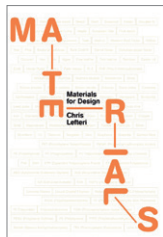
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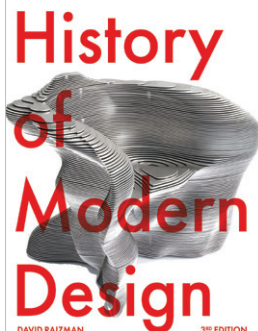
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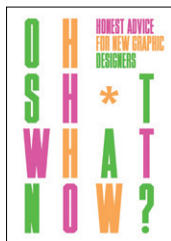


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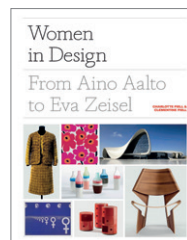
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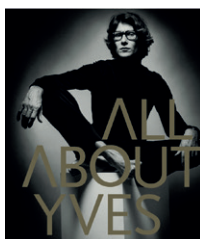


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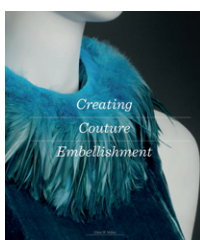


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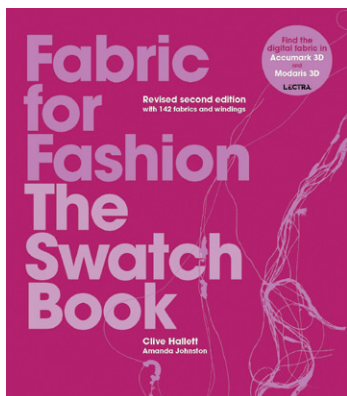
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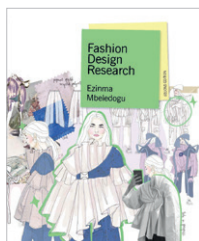
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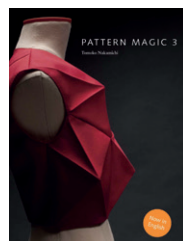
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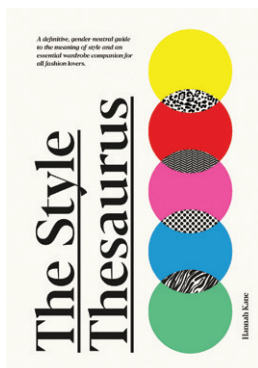
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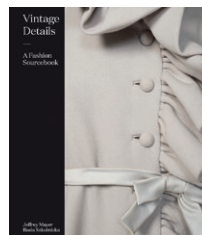
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