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## Condé Nast

Manufacturing Chic

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Author: Jérôme Kagan

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Discover the mysterious man who shaped the world's sense of chic behind the scenes of *Vogue* and *Vanity Fair*.

Condé Nast: a name known the world over as the mass media company that owns, among others, the magazines *Vogue* and *Vanity Fair*. It's more than a name even—it's a brand, one become synonymous with glamour, style, and luxury, to the point of obscuring the founder of its empire. A visionary businessman to some, a merciless accountant to others, an austere hard worker afflicted by pathological shyness, Condé Montrose Nast was also seen as the host of many a society party and the inspiration for F. Scott Fitzgerald's character Jay Gatsby.

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