



Idol to Icon: The Creation of Celebrity Brands

Gerrie Lim

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The surreal world of celebrity branding is exposed in this provocative and fascinating look into how personalities evolve into iconic brands that are worshiped by millions. The importance of creating a larger-than-life image in retaining admiration and adoration for a star is revealed through a careful investigation of the role of television, film, music videos, magazines, and tabloids in celebrity branding. Interviews with A-list celebrities such as Jennifer Lopez, Tina Turner, and David Bowie, and the handlers of such stars as Madonna and Prince, uncover the methods and significance of maintaining a lifestyle that fans wish to emulate. This intimate look at what it takes to create an icon raises the curtain on how public image can be designed to appeal to the public's deepest emotional needs, desires, and ego—and managed to maintain success.

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