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For Immediate Release

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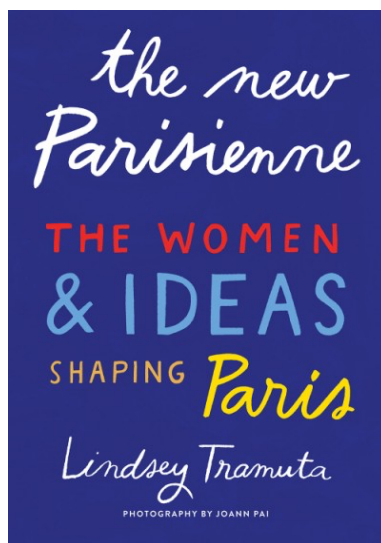
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“Like the subjects of her book, Lindsey Tramuta is a force. *The New Parisienne* is the go-to chronicle of the joyful, progressive, pioneering women of a city that Tramuta understands with deep intelligence.”

—Lauren Collins, bestselling author of *When in French* and staff writer for the *New Yorker*

The New Parisienne

The Women & Ideas Shaping Paris



By Lindsey Tramuta

Photography by Joann Pai

In the follow-up to her popular debut, *The New Paris*, Lindsey Tramuta explores the impact that Parisiennes have had on the rapidly evolving culture of their city.

In *The New Parisienne* (Abrams; On sale July 7, 2020; U.S \$29.99; Hardcover), journalist and author Lindsey Tramuta lifts the veil on the mythologized Parisian woman—white, lithe, ever fashionable—and demystifies this outdated and oversimplified stereotype, highlighting the women of Paris as they truly are, in all their complexity. Frustrated with the countless media stories about how French women do everything, from eat to powder their noses to age beautifully, Tramuta set



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out to write a book that captures a more representative image of the Parisian woman. She writes in the introduction, “this book is about recasting the image of how one of the most commodified and romanticized groups of women is actually living today, how she finds happiness and seeks fulfillment, how she weathers adversity and the indignities that may be thrust upon her, how she’s contributing to the city in her own way—one dish, film, boxing match, art exhibit, podcast episode, and jewelry collection at a time. But it’s also about stepping away from a restrictive set of stereotypes that have defined this one woman for generations—a woman whose aura is seemingly impossible to dispel but must be endlessly dissected—and offering a new image and set of stories to go with it.”

Featuring interviews and profiles with more than 40 activists, creators, educators, visionaries, and disruptors, ***The New Parisienne*** reveals Paris as a blossoming cultural center of feminine power. Some names from the book’s inspirational roster of women include:

- **The Activists:** Lauren Bastide (creator and host of *La Poudre* podcast); Clémence Zamora Cruz (Inter-LGBT spokesperson & trans activist)
- **The Creators:** Inna Modja, (singer-songwriter); Victoire de Taillac (cofounder of L’Officine Universelle Buly)
- **The Disruptors:** Anne Hidalgo (first female mayor of Paris); Dr. Ghada Hatem-Gantzer (ob-gyn & founder of La Maison des Femmes)
- **The Storytellers:** Ariane Bernard (former head of digital at *Le Parisien*); Leïla Slimani (Goncourt Prize-winning author)
- **The Tastemakers:** Muriel Tallandier (publisher & cofounder of Fou de Pâtisserie boutique); Moko Hirayama (baker & co-owner of Mokonuts)
- **The Visionaries:** Kat Borlongan (director of La French Tech); Anne Ravanona (founder of Global Invest Her)

Beyond the in-depth interviews, both the featured women and Tramuta herself share some of their favorite destinations and women-owned businesses, including beloved shops, artistic venues, and bistros, and more travel advice that invites readers to enjoy and explore Paris through a fresh lens. ***The New Parisienne*** showcases “Parisianness” in all its multiplicity, shining some much-needed spotlight on those who are bucking tradition, making names for themselves, transforming the city and culture at large for good, and also shares a universal message that transcends the book’s topic.



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About the Author

Lindsey Tramuta is the author of *The New Paris* and the blog *Lost in Cheeseland* and is the host of *The New Paris* podcast. She is a contributor to the *New York Times*, *Condé Nast Traveler*, *Afar*, and *Fortune* magazine, in which she writes on French culture. **Joann Pai** is a food and travel photographer based in Paris. Her work has been featured in *Saveur* and the *New York Times*.

About the Book

The New Parisienne: The Women & Ideas Shaping Paris

By Lindsey Tramuta; photography by Joann Pai

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7 x 10 / 150 color photographs

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