



Born to Be Brad: My Life and Style, So Far

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Celebrity stylist and fashion icon Brad Goreski takes readers inside his whirlwind life, from his small-town Canadian roots to his worldwide successes, sharing a wealth of style tips, tricks, and photos along the way to help every reader look and feel their absolute best. Fans of *The Rachel Zoe Project* and *It's a Brad, Brad World* already know that there's no one on reality TV more fearless or savvy when it comes to style. But *Born to Be Brad* gives the world its first behind-the-scenes look at how Brad became the stylist he is. This is not just a how-to style book. It's a sublimely written, riveting life story with the power to take you to the top of your fashion game—right along with Brad.

Born to Be Brad: My Life and Style, So Far Details

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From Reader Review Born to Be Brad: My Life and Style, So Far for online ebook

Marc Bisson says

"There will always be naysayers, but what good is it to add your own self-hating voice to that chorus?"

It's difficult finding someone like Brad Goreski who is not only incredibly inspirational, but who appeals to a demographic that doesn't typically have many role models. I've been a fan of Brad's since "the Rachel Zoe Project" and recently, I have enjoyed his own show "It's a Brad, Brad World."

Going into this book, I had high expectations. As I read, Brad's sincere and comical voice shines through on every page, and I was left feeling inspired and motivated. I for one find Brad's story immensely relatable, mostly because I have had similar experiences. Seeing how he has taken adversity and turned it into something beautiful and productive can give immeasurable hope to many people. I thoroughly enjoyed "Born to Be Brad," and I'm excited to see what he has in store for the future.

Yana L says

I was on the verge of giving up on this book in the first 100 pages. I stuck it out for the occasional humor or fashion fix and it was worth the wait. The second half is the sole reason I'm giving four stars. I was ready for two.

The beginning of the book talks about his life and obstacles to personal improvement but it felt so disconnected and with zero investment in the story. Everytime he talks with fashion, it is almost animated (he remembers almost every outfit he wore to every major event in his life), everything else is more like a checklist. It dragged on and took me forever to get through. The fashion part I gobbled up. It was interesting, inspiring, and motivating. To read about his climb and his success.

If you want to read the book... know that he had trouble coming out, he had substance abuse, he got clean when he moved to LA with Gary.... and then start reading at about page 99.

Sage says

Loved it! Love Brad! I expected this book to be fun and funny (like Brad) and it was. However, I did not expect it to include the sweet and heartbreaking story of his growing up and coming out in small town Canada. This book has so many elements: style tips, lifestyle tips, funny stories, heartbreaking stories, fun lists and more. However, it is mainly a story about living life to the fullest. Brad is the next Oprah. I'm calling it!

Sorry, I'm not loaning this one out. It's a first edition with glossy pages, great photos and graphics. It's mine! All mine! Get your own copy!

Gil Segev says

Easily relatable, with a healthy inside look at the fashion world. Recommended.

Laura Gatti says

Brad Goreski knows at a very young age that he is a homosexual who loves to change Barbie's fashion styles. He has a difficult time feeling a sense of belonging; as a result, he is bullied throughout his life and allows this bullying to make him vulnerable to addictions. Brad recognizes the positive female role models who are his support system and provide him with confidence throughout his life.

Kyle says

This book made me cry. I had no idea that Brad underwent such serious depression. Now I feel I would have reached out to him more in High School. I have to applaud his efforts with this book. I feel a lot of young people will be able to identify with the Brad Goreski character, and they will pick up this book, read it like a manual for success, and find inspiration in Brad's success. My biggest qualm is that Brad messes up the lyrics to the fashion Television theme song, but hey, that's a small bit of criticism.

POST SCRIPT: As a librarian at the public library in Port Perry, I can inform you that this book has not been on the shelf for one day since it was published; it is constantly checked-out. People are clamouring to read about how Brad "made-it" in the world. And the general reception has been one of pure empathy for Brad. Growing up gay in the '90's in Port Perry was not an easy task, but the town is trying to atone. Brad's response to growing up here has certainly got people thinking about inclusiveness in this town, and I am proud to say that the Town Hall has a Pride Flag ceremony each year during Pride Month. This book has had a ripple effect.

Emily Schirmer says

"You have to do what you love. Believe in yourself. Believe that things are possible and they will happen."

An instant fan of Brad Goreski, I purchased this book immediately when it was released in 2012. I've had so much reading to catch up on, that I only got to 'Born to be Brad' just now, two years later. My only regret after reading this book is that I didn't read it sooner.

Brad has always been open about the struggles in his life, but reading about his journey in great detail was so rewarding and refreshing. I can honestly say after reading this book that I will be a fan of Brad for life, and will continue to support HIS journey as I continue on mine.

'Born to be Brad' is another book that I will carry with me—literally, keeping it in my purse close at hand in case I ever need to reference his encouraging words; and figuratively, forever in my heart. His story inspires

me. Who doesn't like to root for the underdog—especially when the person perseveres, pushes through the rough times, and reaches success? Moreover, who can't relate to the underdog? We all have a little of that—that doubt and struggle—in ourselves. Brad did. He still does. He's human. But he refuses to let that doubt ever consume him again and instead pushes everyday to be stronger, better, and to do what he loves. And in doing so, he inspires us all to do the same.

Brad had times of struggle, but he always had a support group and he always followed his heart. It is admirable. Encouraging. Strengthening. It is heartbreaking to imagine this man, with such a big heart, love of life, passion, and talent at one point being ostracized because he didn't fit some preconceived idea of what is 'normal.' I'm so glad he always had a family who loved and supported him; and for those who do not, Brad himself (and his story) serves as the strength and support people need.

"If you are unhappy, I'm here to tell you: Make a change. Don't be afraid."

Brad encourages us to fight for what we love—to take risks, and to brush aside doubt. To never let the haters keep us from doing what makes us happy. Happiness is ours for the taking, and Brad leaped for it. His story is so heartwarming and inspiring. His words enlightening. After reading this book—Brad's story—I truly believe that Brad was born with a gift. With the strength to pursue his dreams and make a difference in this world. I truly believe he was 'Born to be Brad.'

Cassie says

This was a really, really quick read. I rarely read a book in a day, but I did with this one. It's fun and fast. Brad seems like a really sweet, genuine guy, and it is interesting to see how he got to where he is. I especially liked seeing some of his take on The Rachel Zoe Project, but there wasn't much of that. Unfortunately, Brad is completely professional and says all the things you should say. I wish he had been a little more dishy.

Wendy says

What fun, and so refreshing. This book delivers such a positive spin on life. Recounting Brad's efforts to break into the fashion world, it is written with humble honesty. The storytelling is entertaining, yet connects so well. The book's layout offers additional pops of fun -- with capsules that offer great fashion and shopping tips, lots of pictures, and loud colored pages to announce chapters. It's a nice feel-good.

Drea says

Definitely fluff, but it's entertaining fluff, and it does have some great advice. I loved his tips for being a good assistant, because they're rules that I used when I was an assistant and things that I continue to look for in my assistants - and I don't work in fashion. Brad's sweet, genuine voice makes for an easy, quick read. The book was inspiring at times, but mostly just fun and funny.

Jamie says

I really enjoyed this book. Not quite sure who this guy is--I saw him on a morning talk show and thought he was fun so I got his book from the library. Apparently he is a stylist to the stars who worked with that awful, awful Rachel Zoe. But this book seems genuine. It is not about name-dropping. It is about growing up in a small town as a loser, and trying to make things happen when you don't know how. It is about pursuing your passion and putting in the work to get where you want to go. I think it would be a great read for a new graduate.

Tria says

This isn't a groundbreaking book, nor did I expect it to be. That said, I enjoyed reading about Brad's early life, the strong influence of the women in his life and his Canadian upbringing. We're close in age, so I related to many of his cultural references and the trials and tribulations of following your heart (loved ones) and dreams while relocating to another country.

Kudos to him for staying true to himself & having the courage to strike out on his own!

Becky R. says

Brad Goreski is the endearing, quirky-chic dresser that appeared first on The Rachel Zoe Project show on Bravo and later in his own show with the same network. Who doesn't love a story of someone coming up the ranks from nothing to great wealth and success? Brad's story is just that. Having started off as a troubled teenager and adult, dealing with issues of his sexual identity as a gay man, Brad struggled to come out to his family. His story of drug abuse and failed relationships feels like a real triumph when we fast forward to his successful, current relationship and amazing red-carpet-ready styling in Hollywood, but there is an in between story that his book delves into. I loved reading about how he became confident and secure in who he was as a person, how he worked and took on opportunities for styling experience wherever possible (hello, Vogue?!?), and how he took risks in branching out and trusting in his own talents to become the stylist he is today.

Some have critiqued the writing and layout/styling of the book as "frothy" or nothing new. I didn't find any of that to really take away from the foundation, which was his story. Honestly, I thought that his personal voice came through very well, which made the story candid and true to who he is as a person. I also thought the styling fit him, with its bright colors and funny pictures, and matched what he had experienced. For me, it was an interesting life story and one that I thought was inspiring and made me like and understand Brad a bit better.

Jessica says

I'm a little embarrassed to have read this book, because it's the frothiest (auto)biography I've read since I did

a book report on Jackie Chan's ghostwritten autobiography in sixth grade. In fact, I was surprised that *Born to Be Brad: My Life and Style, So Far* was co-authored (by Mickey Rapkin) because it wasn't well-written at all. Not that it was bad, just that it doesn't seem like a professional author wrote it.

If you're not familiar with who Brad Goreski is, he's one of the top Hollywood stylists, who styles Jessica Alba, Rashida Jones, and a number of young starlets. He first came to fame on the reality show "The Rachel Zoe Project," as super-stylist Rachel Zoe's assistant. And if you don't know who Rachel Zoe is, I can tell you that you'd have zero interest in reading this book. Anyway, it was interesting enough reading about Brad's life growing up in small-town Ontario, his drug addiction, and coming out. But the most interesting parts, to me at least, were the parts about him working as a stylist, most of which has already been depicted on "The Rachel Zoe Project" or his new show "It's a Brad, Brad World." I find it really amusing that he describes what he or others were wearing in lots of his recollections about the past. For example, he describes the long t-shirt, bell-bottom jeans, and loads of jewelry that Rachel was wearing when she interviewed him. Don't expect a lot of fashion tips (I didn't), though they are thrown in here and there. It's just frothy fun, making it a good beach read if you're a fan of Goreski's work or his bubbly personality.

Lesley says

I love this book so much! I didn't have high expectations. I thought it would be a cute read but it was a lot more compelling than that. Naturally, I knew of Brad from tv but didn't know about his early life or his struggles with addiction. I also didn't realize how unsure he was about his life in fashion. I also really appreciated his candidness about fashion choices that didn't work out and including the photographic evidence. I laughed out loud a few times with this. Such a sweet, funny and inspiring story.
