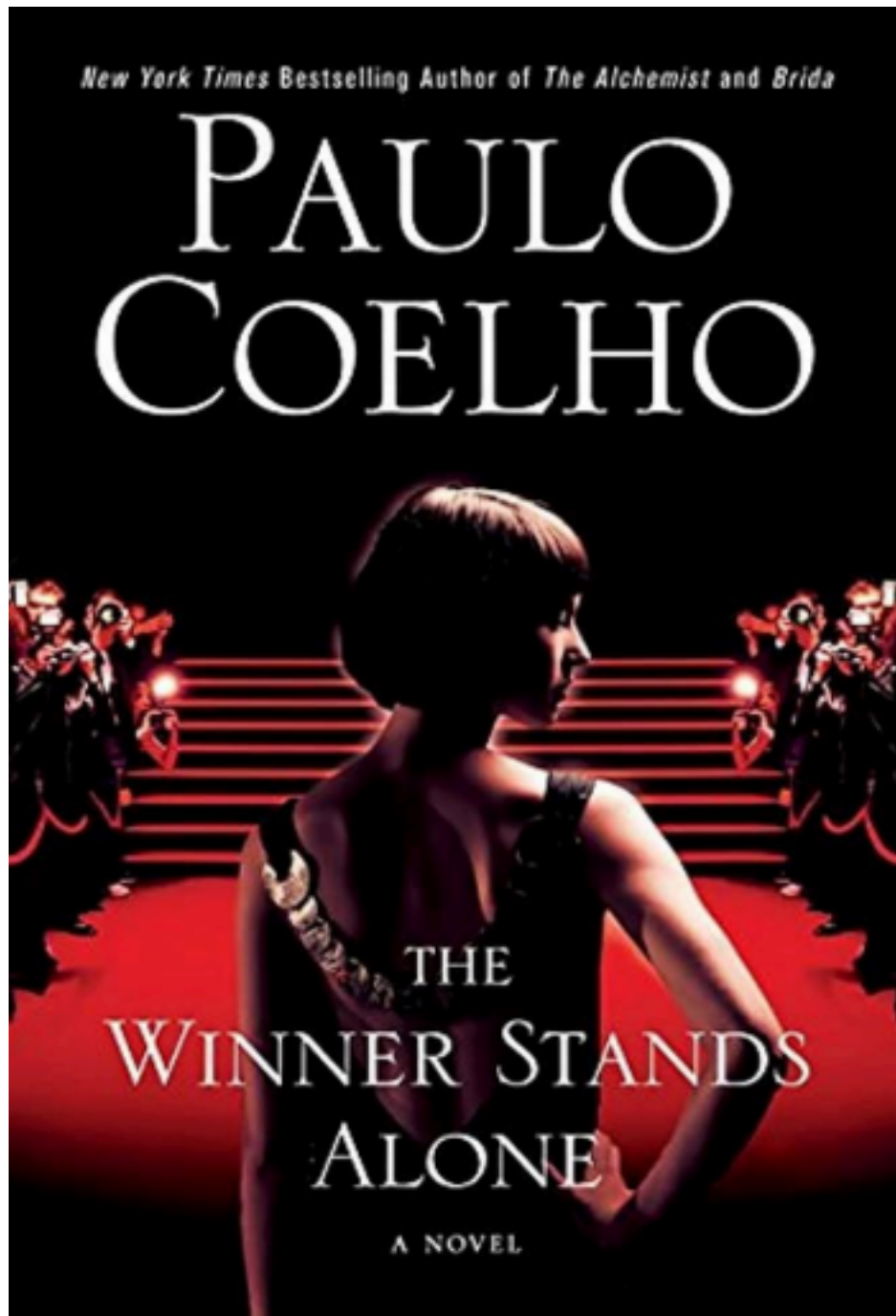


A Review on: 'The Winner Stands Alone'



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Paulo Coelho's writing has inspired, intrigued and entertained millions of people around the world with his great narrative and story lines. The winner stands alone portrays a dark side of the glamorous fashion world giving an insight of how things go under the fashion world. One of the best selling novels by Paulo Coelho. It was first published in 2008 under the Portuguese title *O Vencedor está Só*. The story is set at the Cannes Film Festival and roughly based upon the growing rise of what the author calls, "The Superclass".

As the set of the novel introduces the superclass gala, the international film festival of Cannes. The narrative explores throughout the high-class society and high price of societal validation. As the novel intertwines the lives of several characters one of the main protagonists of the book being Igor who is a very wealthy Russian businessperson eventually comes to Cannes with one motive that relies on his obsession and desire. The whole narrative follows Igor's journey from his self-destructive, possessive and obsessive self to more self-reflective and understanding one. Igor's relentless pursuit of success leads him down a path of moral decay and self-destruction. His infatuation with his ex wife Ewa becomes a symbol of his obsession with attaining the unattainable.

Ewa is Igor's ex wife who left him for a very successful and wealthy fashion designer Hamid Hussien. With the rage and jealousy of Igor he is blinded by his desire to win his wife back and it's not an easy run of penalty for him. For this win in his life he not only craves for Ewa's love and attention but he gets consumed and totally invaded by the fashion industry's pursuit of success, fame and wealth. With these motives Igor takes himself to a challenging journey to satisfy his desires.

This book shows the importance of viewing success from the right perspective. Though today's world is full of luxury, wealth, fame and success, this book replicates the reality of actually fitting oneself between the competitive world of success and fame. As fashion has always become a number one competition over the generation, it reveals both its pros and cons through this narrative. The world of luxury is quite intimidating and overly scandalous from what people are blinded by with fame and fortune. Through Igor's journey, we are introduced to the sobering reality that success, as defined by societal standards, often comes at the expense of one's integrity and humanity. The story shows how the allure of fame and fortune proves to be a hollow promise, leaving behind a trail of broken dreams and shattered lives.

The high world of fashion is one of the criteria where you can earn a good fortune and fame and people who come to the fashion world for the super class society often are disillusioned by the false success. People cannot identify between real happiness which we can visibly see in the character of Igor that how even after pursuing wealth and material success leads him to emptiness and destruction all around him. The character development of Igor in the story shows the self journey of realization and finding true meaning of life and happiness. Also different characters play an important role in showcasing the real world of fashion. How the rich glamor and success is hidden being dark aroma that is hidden behind the silvers and gold and red carpets.

Through Paulo Coelho's story narrative we get to explore more valuable things in the material success. Igor's life journey here reflects some of the most important things in life. Success is defined as the one of the highest points of destination in life and to pursue success one has to go through different complexity and challenges. The way today's generation views success comes only from fame, wealth and expectations. People always tend to run away from the reality which has caused them to understand the true meaning of goal in life and what success really defines.

The Winner Stands Alone tells the story about how earning to be successful in the glamorous world of fashion can be a tough and challenging journey. With the competitive nature between glamor and luxury, it shows that just achieving fame and wealth might not bring happiness in one's life and can lead to emptiness of material success. This book talks about how in the fashion industry where everything looks perfect are often hidden with different complexity, problems and moral dilemmas. Characters in the story face difficulties and have to make choices that challenge their values.

The novel suggests that real success goes beyond just looking good on the outside as it involves finding the meaning for the pursuit of happiness and success and staying true to oneself. Overall, it explores the idea that the consequences if success can be complex and true fulfillment comes from understanding a deeper value.