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FASHION THEORY

AN INTRODUCTION

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ROUTLEDGE

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Fashion Theory: An Introduction



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Style is both big business and big information. From models' taking in disorders and sweated labour to the glamour of a new season's developments, statements and arguments about fashion and the fashion industry can be found in every newspaper, customer website and fashion blog page. Books which define, analyse and explain the type, production and usage of fashion when it comes to one theory or another abound. But what are the theories that tell you all of these analyses, and how do they help us to comprehend fashion and clothing? Through engaging illustrations and case studies, this book explores: fashion and clothing ever sold fashion and clothing as communication style as identity fashion, clothing and the body production and usage style, globalization and colonialism style, fetish and the erotic. This publication will be an invaluable resource for students of cultural research, sociology, gender studies, style style, textiles or the marketing, advertising and manufacturing of clothes. Fashion Theory: an launch explains some of the most influential and essential theories on style: it provides to light the presuppositions mixed up in factors we think and say about fashion each day and displays how they depend on those theories. This very clear, accessible launch contextualises and critiques the ways that an array of disciplines have utilized different theoretical methods to explain - and occasionally to explain away - the astonishing variety, complexity and beauty of fashion.



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Comprehensive A comprehensive theoretical book about fashion.



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