

# Asians Wear Clothes on the Internet

Race, Gender, and the Work  
of Personal Style Blogging

**Minh-Ha T. Pham**

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## Asians Wear Clothes on the Internet: Race, Gender, and the Work of Personal Style Blogging



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In the initial ever book specialized in a crucial investigation of the non-public style blogosphere, Minh-Ha T. taste work” Pham understands their online activities as “ Pham examines the phenomenal rise of elite Asian bloggers who've made a career of posting photographs of themselves wearing clothing on the Internet. practices that generate myriad types of capital for superbloggers and the brands they feature. Asian taste” Situating blogging within the historical context of gendered and racialized fashion work while being mindful of the broader cultural, technical, and economic shifts in global consumer capitalism, Asians Wear Clothing on the Internet provides profound implications for understanding the changing and enduring dynamics of competition, gender, and class in shaping many of the most popular function practices and spaces of the digital fashion media economy.s hunger for certain types of racialized eliteness. in the early twenty-first century, the kinds of cultural and economic work Asian preferences do, and the style public and industry’ A multifaceted and detailed analysis, Asians Wear Clothing on the Internet addresses questions regarding the status and indicating of “



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Amazing book on race and style. Certainly oriented toward even more academic audiences Thorough, thoughtful, amazing analysis. Pham does a fantastic job of making fashion theory and essential race theory available, which is no small feat. I recommend this publication to anyone interested in fashion, race, or press studies. Certainly oriented toward more academic audiences, nonetheless it is accessible for any with an intention in gender, fashion, competition, the internet and their intersections. Kindle edition. Kindle edition Great book. Highly recommended! Using it to explore the functions fashion played in history from gender, power, and status. fantastic analysis. Asians Wear Clothes on the Internet challenges those that uncritically praise diverse representation in the style industry. Great book. Awesome book! Really made me want to read more! Great read and discovered a lot. First got it for a fashion history class. When's another book? This book came recommended and I was amazed how accessible it had been.



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