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the psychology of
FASHION

THE
PSYCHOLOGY
OF **EVERYTHING**

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Carolyn Mair

The Psychology of Fashion (The Psychology of Everything)



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What do our clothing say approximately us? With style imagery ever present in the roads, press and press, The Psychology of Style shows how fashion and psychology could make a positive difference to our lives. The publication explores how fashion style can impact healthful body picture, how psychology can inform a more sustainable perspective on the production and disposal of clothing, and just why we develop certain buying behaviours. The Psychology of Fashion offers an insightful intro to the exciting and dynamic world of fashion in relation to individual behaviour, from how clothing can affect our cognitive processes to the way retail environments manipulate customer behaviour. How does the fashion sector encourage us to aspire to look in a particular way? Just how do the clothes we wear impact our moods and emotions?



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Delightful little read! I picked this reserve up only to skim through a chapter roughly but I finished up reading half the book in one sitting! An inspiring introduction to the psychology of fashion This book introduces you to the psychology of fashion and it's many facets. The content is useful for anyone working in the style industry as well as everyday consumers. That is a straightforward read because Mair will an excellent job at explaining ideas. I highly recommend this book to not just anyone who wants to learn about major theories, but to anyone who is interested in fashion. That is a great publication for anyone looking for an intro to style psychology. It is equal parts informative, compelling, insightful and demanding. Gives great insight into consumer motivations. The importance of this material could not become more timely and the execution of it might not have been more effective.



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