



# FASHION STUDIES

RESEARCH METHODS,  
SITES AND PRACTICES

EDITED BY HEIKE JENSS

BLOOMSBURY

Heike Jenss and

# Fashion Studies: Research Methods, Sites and Practices (Dress, Body, Culture)



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The analysis of fashion has expanded right into a thriving field of inquiry, with researchers utilizing different methods from across subject disciplines to explore fashion and clothe themselves in wide-ranging contexts. Engaging with different topics, from ethnographies of model casting and street-style blogging, wardrobe studies and a material culture evaluation of global denim putting on, to Martin Margiela's design and archival methods, *Style Studies* presents complex techniques in a lively and informative manner that will appeal to students of fashion, anthropology, sociology, cultural research and related fields. Featuring unique case research, with interdisciplinary scholars reflecting on the practical research experiences, *Style Studies* provides rich and nuanced perspectives upon the utilization, and mixing and coordinating of methodological approaches – including object and image structured study, the integration of qualitative and quantitative methods and the fluid bridging of theory and practice. With an focus on material tradition and ethnographic approaches in fashion studies, this groundbreaking volume offers fascinating insights in to the complex dynamics of analysis and fashion.



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Great teaching tool I am developing a career path in fashion studies. Great teaching device!



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