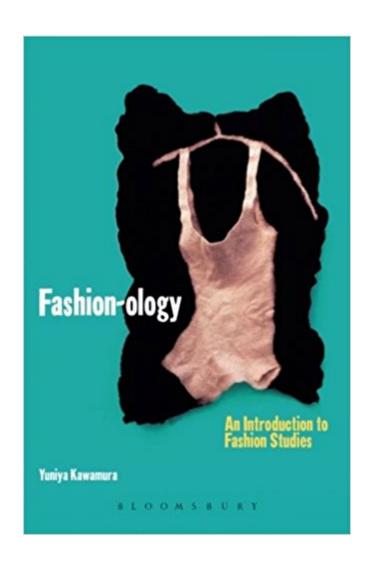
The book was found

Fashion-ology: An Introduction To Fashion Studies (Dress, Body, Culture)





Synopsis

This book provides a concise and much-needed introduction to the sociology of fashion. Most studies of fashion do not make a clear distinction between clothing and fashion. Kawamura argues that clothing is a tangible material product whereas fashion is a symbolic cultural product. She debunks the myth of the genius designer and explains, provocatively, that fashion is not about clothes but is a belief. There is an institutional structure, ignored by many fashion theorists, that has shaped and produced the fashion phenomenon. Kawamura further shows how the structural nature of the fashion system works to legitimize designers' creativity and can make them successful. Newer fashion cities, such as Milan and New York, are the product of the fashion system that originated in Paris. Without that systemic structure, fashion culture would not exist. Fashion-ology provides a big picture approach that focuses on the social process behind fashion and its perpetuation.

Book Information

Series: Dress, Body, Culture

Paperback: 192 pages

Publisher: Bloomsbury Academic; 1st edition (March 2, 2005)

Language: English

ISBN-10: 1859738141

ISBN-13: 978-1859738146

Product Dimensions: 6.1 x 0.3 x 9.2 inches

Shipping Weight: 8.5 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #775,498 in Books (See Top 100 in Books) #289 in Books > Arts &

Photography > Fashion > Designers #637 in Books > Health, Fitness & Dieting > Beauty,

Grooming, & Style > Style & Clothing #790 in Books > Arts & Photography > Decorative Arts &

Design > Textile & Costume

Download to continue reading...

Fashion-ology: An Introduction to Fashion Studies (Dress, Body, Culture) Dress, Fashion and Technology: From Prehistory to the Present (Dress, Body, Culture) Twentieth-Century American Fashion (Dress, Body, Culture) Zoo - ology Bear-ology: Fascinating Bear Facts, Tales & Trivia ROMANCE-ology 101: Writing Romantic Tension for the Inspirational and Sweet Markets slide:ology slide:ology: The Art and Science of Creating Great Presentations The Ology: Ancient

Truths, Ever New Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Bordering on the Body: The Racial Matrix of Modern Fiction and Culture (Race and American Culture) The Visible Self: Global Perspectives on Dress, Culture and Society The Little Dictionary of Fashion: A Guide to Dress Sense for Every Woman Always Pack a Party Dress: And Other Lessons Learned From a (Half) Life in Fashion It's All About the Dress: What I Learned in Forty Years About Men, Women, Sex, and Fashion The Wedding Dress: The 50 Designs that Changed the Course of Bridal Fashion The Body Keeps the Score: Brain, Mind, and Body in the Healing of Trauma A Body's Anatomy: Human Body Coloring Book My Body, My Self for Boys: Revised Edition (What's Happening to My Body?) The Ultimate Guys' Body Book: Not-So-Stupid Questions About Your Body

Dmca