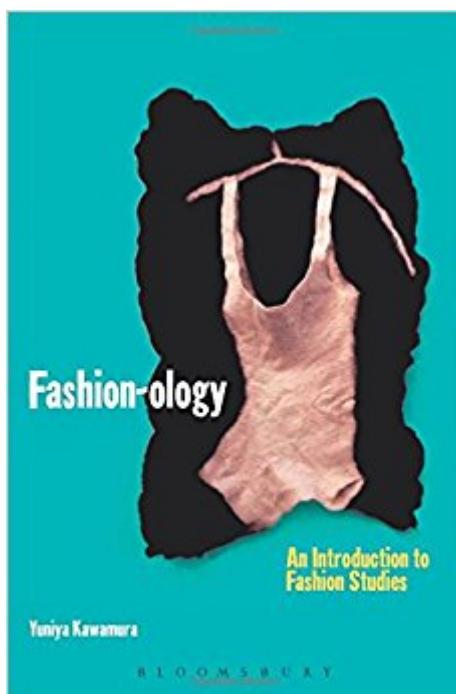


The book was found

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 7.4 x 233.9 inches

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

Average Customer Review: Be the first to review this item

Best Sellers Rank: #473,255 in Books (See Top 100 in Books) #174 in Books > Arts & Photography > Fashion > Designers #342 in Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing #440 in Books > Arts & Photography > Decorative Arts & Design > Textile & Costume

Customer Reviews

'Yuniya Kawamura's *Fashion-ology* provides an exhaustive and enlightening survey of the literature on fashion in the social sciences from the nineteenth century to the present. Her book will contribute enormously to establishing fashion as a legitimate subject for research and teaching in the social sciences and humanities.' Diana Crane, University of Pennsylvania

Yuniya Kawamura is Assistant Professor of Sociology, Fashion Institute of Technology.

[Download to continue reading...](#)

Fashion-ology: An Introduction to Fashion Studies (Dress, Body, Culture) Secrets to Wedding Dress Shopping: An Insider's Guide to Saying Yes to Your Dress from Colorado's Wedding Dress Experts Wedding Dress across Cultures (Dress, Body, Culture) Inside the Royal Wardrobe: A Dress History of Queen Alexandra (Dress and Fashion Research) BODY BUTTER: Homemade Body Butter Recipes - 30 DIY Body Butter Recipes For Softer, Healthier, And More Radiant Skin (Body Butter, Body Butter Recipes, natural remedies) Twentieth-Century American Fashion (Dress, Body, Culture) 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) The Fashioned Body: Fashion, Dress and Social Theory crochet wedding dress pattern pdf Nr25: crochet wedding dress pattern pdf Nr25 The Ultimate Flower Girl Dress Catalog for 2016: from The Children's Dress Shop The Grace of Four Moons: Dress, Adornment, and the Art of the Body in Modern India (Material Culture) slide:ology: The Art and Science of Creating Great Presentations The Ology: Ancient Truths, Ever New slide:ology She-ology: The Definitive Guide to Women's Intimate Health. Period. DOCTOR WHO: WHO-OLOGY A Compendium of Curiosities by Tim Holtz Idea-ology, 76 Page Book, TH92826 Fringe-ology: How I Tried to Explain Away the Unexplainable-And Couldn't ROMANCE-ology 101: Writing Romantic Tension for the Inspirational and Sweet Markets Finding Jerusalem: ArchÃƒÂfÃ|ology between Science and Ideology

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)