

## Fashion History A Global View Dress Body Culture

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Fashion History: A Global View proposes a new perspective on fashion history. Arguing that fashion has occurred in cultures beyond the West throughout history, this groundbreaking book explores the geographic places and historical spaces that have been largely neglected by contemporary fashion studies, bringing them together for the first time.

Fashion History: A Global View (Dress, Body, Culture ...

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Dress, Body, Culture: Fashion History: A Global View ...

Examining the new lessons that can be deciphered from archaeological findings and theoretical advancements, the book shows that fashion should be understood as a global phenomenon, originating much before the fourteenth century European court, which is continually, and erroneously, cited as fashion's birthplace.

Fashion History: A Global View | Linda Welters; Abby ...

1 - Introduction: Europe and the People Without Fashion p.2 - The argument for a global history of fashion - It is the central contention of this book that the history of fashion should be understood as a global cultural phenomenon. Two problems have prevented such an understanding to date: first, the oft-repeated claim that fashion did not exist before the late medieval period, and second, the assumption that it not exist outside the West.

Fashion History: A Global View by Linda Welters

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Fashion History: A Global View by Linda Welters, Abby ...

As fashion images in magazines, music videos, films, the Internet and television speed their way around the world, they create a "global style" (Kaiser 1999) across borders and cultures. Blue jeans, T-shirts, athletic shoes and baseball caps adorn bodies everywhere from Manhattan to villages in Africa.

Globalization and the Fashion Industry | LoveToKnow

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Fashion History: A Global View book by Linda Welters

In their recent book titled "Fashion History: A Global View," Linda Welters and Abby Lillethun provide a new and holistic perspective on fashion history by arguing that fashion has occurred in cultures beyond the West and

Linda Welters and Abby Lillethun, Fashion History: A ...

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Fashion History: A Global View proposes a new perspective on fashion history. Arguing that fashion has occurred in cultures beyond the West throughout history, this groundbreaking book explores the geographic places and historical spaces that have been largely neglected by contemporary fashion studies, bringing them together for the first time. Reversing the dominant narrative that privileges Western Europe in the history of dress, Welters and Lillethun adopt a cross-cultural approach to explore a vast array of cultures around the globe. They explore key issues affecting fashion systems, ranging from innovation, production and consumption to identity formation and the effects of colonization. Case studies include the cross-cultural trade of silk textiles in Central Asia, the indigenous dress of the Americas and of Hawai'i, the cosmetics of the Tang Dynasty in China, and stylistic innovation in sub-Saharan Africa. Examining the new lessons that can be deciphered from archaeological findings and theoretical advancements, the book shows that fashion history should be understood as a global phenomenon, originating well before and beyond the fourteenth century European court, which is continually, and erroneously, cited as fashion's birthplace. Providing a fresh framework for fashion history scholarship, Fashion History: A Global View will inspire inclusive dress narratives for students and scholars of fashion, anthropology, and cultural studies.

Explores the under-researched fashion histories of non-western cultures in one complete volume to offer a global understanding of dress and culture.

In virtually all the countries of the world, men, and to a lesser extent women, are today dressed in very similar clothing. This book gives a compelling account and analysis of the process by which this has come about. At the same time it takes seriously those places where, for whatever reason, this process has not occurred, or has been reversed, and provides explanations for these developments. The first part of this story recounts how the cultural, political and economic power of Europe and, from the later nineteenth century North America, has provided an impetus for the adoption of whatever was at that time standard Western dress. Set against this, Robert Ross shows how the adoption of European style dress, or its rejection, has always been a political act, performed most frequently in order to claim equality with colonial masters, more often a male option, or to stress distinction from them, which women, perhaps under male duress, more frequently did. The book takes a refreshing global perspective to its subject, with all continents and many countries being discussed. It investigates not merely the symbolic and message-bearing aspects of clothing, but also practical matters of production and, equally importantly, distribution.

Tracing the evolution of fashion—from the early draped fabrics of ancient times to the catwalk couture of today, Fashion: The Definitive History of Costume and Style is a stunningly illustrated guide to more than three thousand years of shifting trends and innovative developments in the world of clothing. With a wealth of breathtaking spreads—from ancient Egyptian dress to Space Age Fashion and Grunge—and information on icons like Marie Antoinette, Clara Bow, Jacqueline Kennedy, and Alexander McQueen, Fashion will captivate anyone interested in style—whether it's the fashion-mad teen in Tokyo, the wannabe designer in college, or the fashionista intrigued by the violent origins of the stiletto and the birth of bling.

"Fashion is a slippery subject, that's why we love her so. This work covers fascinating new territories and bridges the way for much future development with its inspired research, written by the best minds and eyes in the field today...surely to become a classic monument for fashion detectives." Ruben Toledo, Fashion Artist And Illustrator "At last a book that brings it all together, from Madame Gres' elegance to grunge in Japan." Martine Sitbon, Fashion Designer "Now, the key contributions from nearly every expert in the field are assembled in one fascinating book. This kaleidoscopic and informative volume ranges impressively across conventional boundaries of chronology, geography, and discipline." Glenn Adamson, Victoria And Albert Museum "Breaking down barriers, in this book you will discover how fashion has always been a global phenomenon." Margaretha Van Den Bosch, Head Of Design At H&M

"This book is indispensable for anyone interested in fashion. History has never been more alive than in the pages of this Reader." Patrizia Calefato, University Of Bari, Italy History is uncomfortable with fashion and fashion frequently denies its own history. Why? This path-breaking analysis presents the views of over seventy leading academics of many cultures and spans

the twelfth to the twentieth centuries. The Fashion History Reader is an innovative work that provides a broad introduction to the complex literature in the fields of fashion studies, and dress and fashion history. Twenty-three chapters and over forty shorter "snapshot" texts cover a wide range of topics and approaches within the history of fashion, ranging from object-based studies to theory-driven analyses. Themes also move in and across time, providing a chronology to enable student learning. A comprehensive introduction by the editors contextualises the debates for students, synthesising past history and bringing them up to date through a discussion of globalisation. Each section also includes a short, accessible introduction by the editors, placing each chapter within the wider, thematic treatment of fashion and its history. There are also highly detailed further reading sections which encourage students to enhance their learning independently.

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Fashion branding is more than just advertising. It has been defined as the cumulative image approach targeting customers with products, advertising and promotions organized around a coherent image. It helps to encourage the purchase and the repurchase of consumer goods from the same company. While historically, fashion branding has primarily focused on consumption and purchasing decisions, recent scholarship now challenges old methods suggesting that branding is a process that needs to be analysed from a stylistic, luxury and historical pop cultural view using critical, ethnographic, individualistic, or interpretive methods. In this book authors explore the meaning behind fashion branding in the context of the contested power relations underpinning the production, marketing and consumption of style and fashion as part of our global culture. "

A narrative chronicle of fashion through the ages describes the outrageous, politically perilous and life-threatening creations people have worn in different historical eras, from spats and togas to hoop skirts and hair shirts. 15,000 first printing.

Fascinating, well-documented survey covering 6 centuries of English undergarments, enhanced with over 100 illustrations: 12th-century laced-up bodice, footed long drawers (1795), 19th-century bustles, 19th-century corsets for men, Victorian "bust improvers," much more.

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