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The study of fashion has exploded in recent decades, yet what this all means or quite where it might take us, is not clear. This new book helps to bring fashion into focus, with a comprehensive guide to the key theories, perspectives and developments in the field.

Tim Edwards includes coverage of all the major theories of fashion, including recent scholarship, alongside subcultural analysis and an in-depth look at production. Individual topics include:

men's fashion, masculinity and the suit
women's fashion and the role of sexuality
children, the body and fashion
the role of celebrity and designer label culture
globalisation and the production of fashion.

Fashion in Focus is the ideal companion for students in the arts and social sciences, especially those studying issues such as fashion, gender, sexuality and consumer culture.