

## Fashion Ology An Introduction To Fashion Studies Dress Body Culture

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This new edition of a classic work offers a concise introduction to the sociology of fashion, and demystifies the workings of the fashion system. From the origins of fashion studies and the difference between clothing and fashion, through to an examination of 21st century subcultures, and the impact of the digital age on designers, Fashion-ology explores fashion as a global, social construct.

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This book provides a concise and much-needed introduction to the sociology of fashion. Most studies do not make a clear distinction between clothing and fashion. Kawamura argues that clothing is a tangible product whereas fashion is a symbolic cultural product.

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theory is the theorization of gender, and in almost all known societies the gender division assigns to women a subordinate position.

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□ Fashion-ology is a path-breaking book which opened a new field of interdisciplinary research on fashion and inspired a whole generation of fashion sociologists. I strongly recommend this updated and enriched edition to anyone who is interested in the intellectual underpinnings of fashion-students, researchers, and practitioners alike.□

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Doing Research in Fashion and Dress: An Introduction to ...  
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.

Fashion-ology : an introduction to fashion studies (Book ...  
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