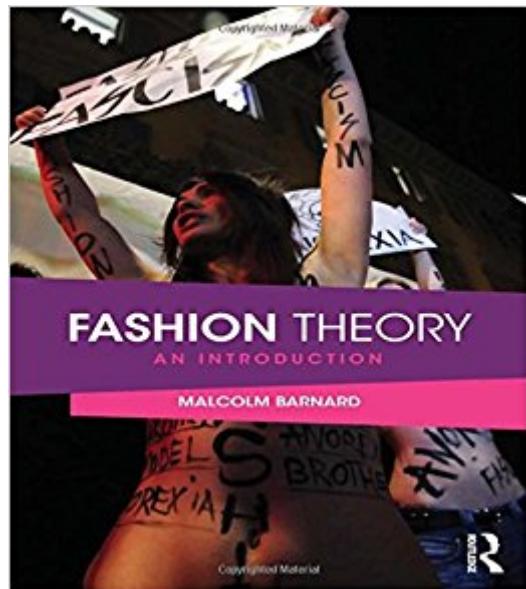


The book was found

Fashion Theory: An Introduction



Synopsis

Fashion is both big business and big news. From modelsâ™ eating disorders and sweated labour to the glamour of a new season's trends, statements and arguments about fashion and the fashion industry can be found in every newspaper, consumer website and fashion blog. Books which define, analyse and explain the nature, production and consumption of fashion in terms of one theory or another abound. But what are the theories that run through all of these analyses, and how can they help us to understand fashion and clothing? *Fashion Theory: an introduction* explains some of the most influential and important theories on fashion: it brings to light the presuppositions involved in the things we think and say about fashion every day and shows how they depend on those theories. This clear, accessible introduction contextualises and critiques the ways in which a wide range of disciplines have used different theoretical approaches to explain â“ and sometimes to explain away â“ the astonishing variety, complexity and beauty of fashion. Through engaging examples and case studies, this book explores: fashion and clothing in history fashion and clothing as communication fashion as identity fashion, clothing and the body production and consumption fashion, globalization and colonialism fashion, fetish and the erotic. This book will be an invaluable resource for students of cultural studies, sociology, gender studies, fashion design, textiles or the advertising, marketing and manufacturing of clothes.

Book Information

Paperback: 244 pages

Publisher: Routledge; 1 edition (May 2, 2014)

Language: English

ISBN-10: 0415496217

ISBN-13: 978-0415496216

Product Dimensions: 6.1 x 0.6 x 9.2 inches

Shipping Weight: 13.4 ounces (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #73,309 in Books (See Top 100 in Books) #42 in Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing #140 in Books > Arts & Photography > Graphic Design > Commercial > Fashion Design #820 in Books > Textbooks > Social Sciences > Sociology

Customer Reviews

There is thought-provoking, scholarly value in Barnard's summaries and examinations, Summing

Up: Recommended. - C. E. Berg, Museum of History and Industry, CHOICE Review â ^Malcolm Barnardâ ™s Fashion Theory is more than just "an introduction". He sets out a clear account of major theoristsâ ™ ideas in the context of key writers on fashion, and shows how some of the most abstract theory is implicated in the merest comment on, or second glance at, the clothes people wear. This book will be an invaluable resource for students of cultural studies, the social sciences and of course the many practical disciplines that study fashion. Anyone who wants to get seriously involved with fashion or clothing needs to be able to understand the ideas behind them â " and Barnardâ ™s book is the go-to place to get that understanding.â ™ Tim Dant, Professor of Sociology, Lancaster University, UK â ^Malcolm Barnardâ ™s Fashion Theory: an introduction is the most comprehensive, convincing and yet accessible book imaginable as an introduction geared specifically for students in fashion design. The book is unique, lucid and utterly concrete in its message that no statement about fashion is innocent. Barnard manages to explicate not only the inevitably political dimension of fashion, but â " and partly as an extension of this â " to convey a deep and multidimensional sense of the relationship between fashion and representation.â ™ Brian Seitz, Professor of Philosophy, Babson College, US

Malcolm Barnard is Senior Lecturer in Visual Culture at Loughborough University,Â where he teaches the history and theory of art and design. His interests lie in the theories and philosophies of art and design, especially the areas of fashion and graphic design.

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

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) Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion Coloring Books for Adults) (Volume 1) Fashion-ology: An Introduction to Fashion Studies (Dress, Body, Culture) Fashion Theory: An Introduction Sexy Seductive Lingerie & Boudoir Poses 1000 Positions Photographs: Fashion Models, Pin-Ups, Fashion Photographers, Figure Model, Artists & Art Models Fashion Design Studio: Learn to Draw Figures, Fashion, Hairstyles & More (Creative Girls Draw) Fashion Trends: Analysis and Forecasting (Understanding Fashion) The Fashion Design Reference & Specification Book: Everything Fashion Designers Need to Know Every Day BERNADETTE Fashion Coloring Book Vol. 6: Avant Garde: Extraordinary Fashion Styles (Volume 6) Fun Fashion and Fresh Styles! Black Background Square Coloring Book For Girls (Fashion & Other Fun Coloring Books For Adults, Teens, & Girls) (Volume 13) Victorian Fashion: An Adult Coloring Book with Beautiful Vintage Dresses, Historical Fashion Designs, and Relaxing Floral

Patterns Essentials Fashion Sketchbook (366 Figure Templates to create your own designs!)
Fashion Sketchpad Fashion Design Course: Principles, Practice, and Techniques: A Practical Guide for Aspiring Fashion Designers Fashion Law: A Guide for Designers, Fashion Executives, and Attorneys Fashion Drawing, Second Edition: Illustration Techniques for Fashion Designers The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business History of World Costume and Fashion (Fashion Series) Research and Design for Fashion (Basics Fashion Design) Fashion Lives: Fashion Icons with Fern Mallis Colors For Modern Fashion: drawing fashion with colored markers

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)