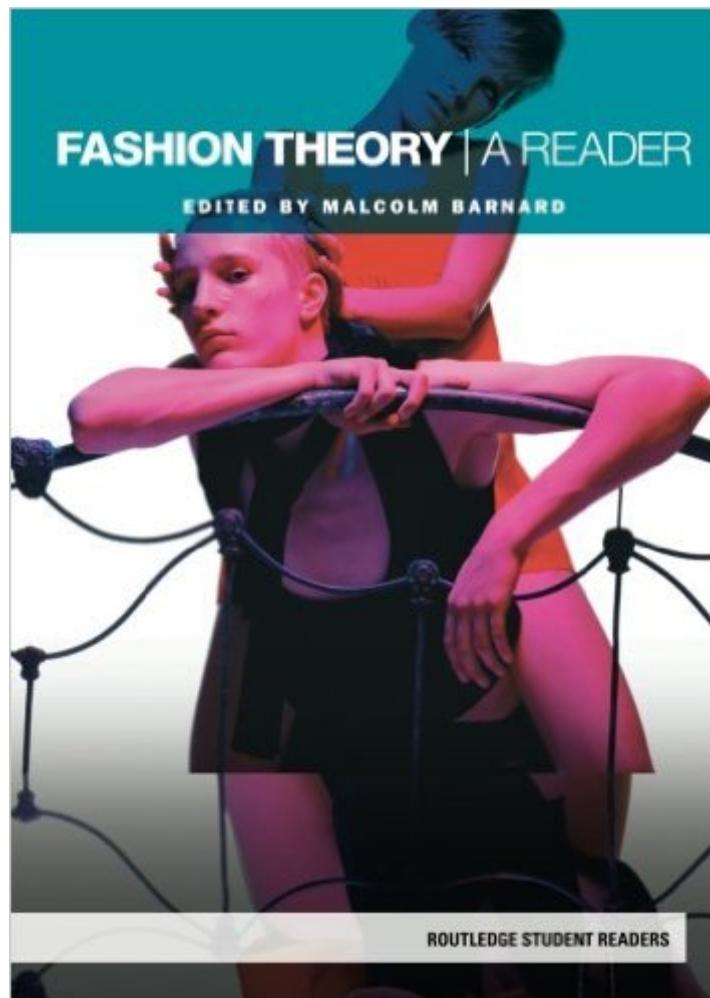


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# Fashion Theory: A Reader (Routledge Student Readers)



## **Synopsis**

From its beginnings in the fifteenth century, intensified interest in fashion and the study of fashion over the last thirty years has led to a vast and varied literature on the subject. This collection of essays surveys and contextualizes the ways in which a wide range of disciplines have usedÂ a variety ofÂ theoretical approaches to explain, and sometimes to explain away, the astonishing variety, complexity and beauty of fashion. Themes covered include individual, social and gender identity, the erotic, consumption and communication. By collecting together some of the most influential and important writers on fashion and exposing the ideas and theories behind what they say, this unique collection of extracts and essays brings to light the presuppositions involved in the things we think and say about fashion.

## **Book Information**

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## **Customer Reviews**

This really is an essential addition to the bookcase: Malcolm Barnard has done an amazing job of selecting must-read essays on fashion. It includes classic readings from Barthes, Veblen, Elizabeth Wilson, Umberto Eco, Ulrich Lehmann, Tamsin Blanchard, Fred Davis, Joanne Entwhistle, Valerie Steele, Freud and more. It is a college-level book, and a few sections may be a challenging read: the great thing is this doesn't matter. This is a book you can dip into, and take in as much as you can, from different authors at different times. As your understanding of fashion grows you will enjoy getting new things from familiar passages, and delving into some of the ones you found a bit

perplexing earlier. This is a big, comprehensive book: 48 essays, 600+ pages. The book is in 12 sections; Fashion and fashion theories; Fashion and history; What fashion is and is not; What fashion and clothing do; Fashion as communication; Fashion: identity and difference (Sex and gender, social class, ethnicity and race, culture and subculture); Fashion, clothes and the body; Production and consumption; Modern fashion; Post-modern fashion; Fashion and (the) image; Fashion, fetish and the erotic. I would call this the first fashion theory book anyone should buy: before 'Fashion and Modernity', before 'The Culture of Fashion', before Welters' and Lillethu's 'The Fashion Reader'. I would recommend this book to anyone studying fashion design or fashion theory (including at graduate level), as well as anyone interested in material culture in society. You do not have to be a college student to enjoy reading this: anyone who enjoys thinking more deeply about how garments function in our culture will derive an enormous amount of enjoyment from this book. My favourite buy for the 21st century so far!

'fashion theory' is a rich source book about fashion sociology and history what I really wanted to look at it. This is very well organised for students and scholars studying fashionology.

Was bought as a gift for my granddaughter who is absolutely delighted with it. Essay collection seemed excellent to me as well.

A very complete book, all theories in the book look at fashion from a different perspective.

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