Doing Research In Fashion And Dress An Introduction To Qualitative Methods

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Fashion Design Research
The Fashion Resource Book
Cultural Appropriation in Fashion and Entertainment
Fashion Theory
The Dress Detective
The Psychology of Fashion
The First Book of Fashion
The Japanese Revolution in Paris Fashion
About Time
Fashion and Textiles: Breakthroughs in Research and Practice
Doing Research
In Fashion and Dress
Fashion Journalism
Analytical Modeling Research in Fashion Business
Fashion and Beauty in the Time of Asia
Market Information and Research in Fashion Management: Section 3, Market Information
Basics Fashion Design 01: Research and Design
The Essential Guide to Doing Your Research Project
Becoming a Fab Junior Designer
Children's Fashion Books
Digital Research Methods in Fashion and Textile Studies
Doing Research In and On the Digital
Fashion-ology
Fashion Sketchbook
Social Psychology of Dress
Fashioning Japanese Subcultures
Visual Research Methods in Fashion
LETS PLAY DRESS UP NOW CHILDREN
The Conscious Closet
Research and Design for Fashion
Doing Research in Fashion and Dress
Doing Research on 'management Fashions': Methodological Challenges and Opportunities
Doing Research in Fashion and Dress
Market Information and Research in Fashion Management
Handbook of Research on Global Fashion Management and Merchandising
Clothing Poverty
Sneakers
The Routledge Companion to Fashion Studies
The World Book Encyclopedia
Gaga Aesthetics
Fashion Studies

Every fashion collection begins with research. But how do you start? How much should you do? How do you use that research? Fashion Design Research is designed to answer these questions and demystify the process for students. Illustrated throughout with inspirational photographs and images of good practice within student sketchbooks, the book begins with the basics of primary and secondary research sources and shows students how and where to gather information. Chapters on market, fabric and colour research are followed by the final chapter, which shows how to gather all the information together, understand it and use it in a process known as triangulation. Additionally, case studies from a wide range of international designers showcase different working methods. By offering a clear approach to research for fashion design, this book will inspire students to embrace an activity that is both fun and fruitful.

The Dress Detective is the first practical guide to analyzing fashion objects, clearly demonstrating how their close analysis can enhance and enrich interdisciplinary research. This accessible book provides readers with the tools to uncover the hidden stories in garments, setting out a carefully developed research methodology specific to dress, and providing easy-to-use checklists that guide the reader through the process. Beautifully illustrated, the book contains seven case studies of fashionable Western garments – ranging from an 1820s coat to a 2004 Kenzo jacket – that articulate the methodological framework for the process, illustrate the use of the checklists, and show how evidence from the garment itself can be used to corroborate theories of dress or fashion. This book outlines a skillset that has, until now, typically been passed on informally. Written in plain language, it will give any budding fashion historian, curator, or researcher the knowledge and confidence to analyze the material in front of them effectively. This captivating book reproduces arguably the most extraordinary primary source documents in fashion history. Providing a revealing window onto the Renaissance, they chronicle how style-conscious accountant Matthäus Schwarz and his son Veit Konrad experienced life through clothes, and climbed the social ladder through fastidious management of self-image. These bourgeois dandies' agenda resonates as powerfully today as it did in the sixteenth century: one has to dress to impress, and dress to impress they did. The Schwarzes recorded their sartorial triumphs as well as failures in life in a series of portraits by illuminists over 60 years, which have been comprehensively reproduced in full color for the first time. These exquisite illustrations are accompanied by the Schwarzes' fashion-focussed yet at times deeply personal captions, which render the pair the world's first fashion bloggers and pioneers of everyday portraiture. The First Book of Fashion
demonstrates how dress – seemingly both ephemeral and trivial – is a potent tool in the right hands. Beyond this, it colorfully recaptures the experience of Renaissance life and reveals the importance of clothing to the aesthetics and every day culture of the period. Historians Ulinka Rublack’s and Maria Hayward’s insightful commentaries create an unparalleled portrait of sixteenth-century dress that is both strikingly modern and thorough in its description of a true Renaissance fashionista’s wardrobe. This first English translation also includes a bespoke pattern by TONY award-winning costume designer and dress historian Jenny Tiramani, from which readers can recreate one of Schwarz's most elaborate and politically significant outfits. This comprehensively revised and updated second edition of Fashion Journalism examines the vast changes within the industry and asks what they mean for the status, practices, and values of journalism worldwide. Providing first-hand guidance on how to report on fashion effectively and responsibly, this authoritative text covers everything from ideas generation to writing news and features, video production, podcasting, and styling, including advice on how to stay legally and ethically safe while doing so. The book takes in all types of fashion content – from journalism to branded content, and from individual content creation to editorial for fashion brands. It explores their common practices and priorities, while examining journalists’ claim to special status compared to other content producers. In conjunction with expanded theory and research, the book includes interviews with journalists, editors, bloggers, filmmakers, PRs, and brand content producers from the UK, the US, China, and the Middle East, to offer all a student or trainee needs to know to excel in fashion journalism. The Essential Guide to Doing Your Research Project 2e is the ultimate companion to successfully completing your research project. Warm and pragmatic, it gives you the skills and the confidence needed to succeed no matter what happens along the way. The book guides you through every step of your research project, from getting started to analysing data and writing up. Each stage is clearly set out, highlighting best practice and providing practical tips and down-to-earth advice for actually doing research. Key features include: Fully developed companion website including podcasts, worksheets, examples of real projects and links to journal articles Chapter summaries Boxed definitions of key terms Full glossary Suggestions for further reading Bursting with real world examples and multidisciplinary case studies, this book addresses the key questions posed by anyone hoping to complete a research project. It is the must-have textbook every student needs. Available with Perusall—an eBook that makes it easier to prepare for class Perusall is an award-winning eBook platform featuring social annotation tools that allow students and instructors to collaboratively mark up and discuss their SAGE textbook. Backed by research and supported by technological innovations developed at Harvard University, this process of learning through collaborative annotation keeps your students engaged and makes teaching easier and more effective. Learn more. Western fashion has been widely appreciated and consumed in Tokyo for decades, but since the mid-1990s Japanese youth have been playing a crucial role in forming their own unique fashion communities and producing creative styles which have had a major impact on fashion globally. Geographically and stylistically defined, subcultures such as Lolita in Harajuku, Gyaru and Gyaru-o in Shibuya, Age-jo in Shinjuku, and Mori Girl in Kouenji, reflect the affiliation and identities of their members, and have often blurred the boundary between professionals and amateurs for models, photographers, merchandisers and designers. Based on insightful ethnographic fieldwork in Tokyo, Fashioning Japanese Subcultures is the first theoretical and analytical study on Japan’s contemporary youth subcultures and their stylistic expressions. It is essential reading for students, scholars and anyone interested in fashion, sociology and subcultures. “An hour, once it lodges in the queer element of the human spirit, may be stretched to fifty or a hundred times its clock length; on the other hand, an hour may be accurately represented on the timepiece of the mind by one second.” —Virginia Woolf, Orlando: A Biography, 1928 About Time: Fashion and Duration traces the evolution of fashion, from 1870 to the present, through a linear timeline of iconic garments, each paired with an alternate design that jumps forward or backward in time. These unexpected pairings, which relate to one another through shape, motif, material, pattern, technique, or decoration, create a unique and disruptive fashion chronology that conflates notions of past, present, and future. Virginia Woolf serves as “ghost narrator”: excerpts from her novels reflect on the passage of time with each subsequent plate pairing. A
new short story by Michael Cunningham, winner of the Pulitzer Prize for Fiction for The Hours, recounts a day in the life of a woman over a time span of 150 years through her changing fashions. Scholar Theodore Martin analyzes theoretical responses to the nature of time, underscoring that time is not simply a sequence of historical events. And fashion photographer Nicholas Alan Cope illustrates 120 fashions with sublime black and-white photography. This stunning book reveals fashion’s paradoxical connection to linear notions of time. ‘An interesting and important account.’ Daily Telegraph Have you ever stopped and wondered where your jeans came from? Who made them and where? Ever wondered where they end up after you donate them for recycling? Following a pair of jeans, Clothing Poverty takes the reader on a vivid around-the-world tour to reveal how clothes are manufactured and retailed, bringing to light how fast fashion and clothing recycling are interconnected. Andrew Brooks shows how recycled clothes are traded across continents, uncovers how retailers and international charities are embroiled in commodity chains which perpetuate poverty, and exposes the hidden trade networks which transect the globe. Stitching together rich narratives, from Mozambican markets, Nigerian smugglers and Chinese factories to London’s vintage clothing scene, TOMS shoes and Vivienne Westwood’s ethical fashion lines, Brooks uncovers the many hidden sides of fashion. As a social space, the web provides researchers both with a tool and an environment to explore the intricacies of everyday life. As a site of mediated interactions and interrelationships, the ‘digital’ has evolved from being a space of information to a space of creation, thus providing new opportunities regarding how, where and, why to conduct social research. Doing Research In and On the Digital aims to deliver on two fronts: first, by detailing how researchers are devising and applying innovative research methods for and within the digital sphere, and, secondly, by discussing the ethical challenges and issues implied and encountered in such approaches. In two core Parts, this collection explores: content collection: methods for harvesting digital data engaging research informants: digital participatory methods and data stories. With contributions from a diverse range of fields such as anthropology, sociology, education, healthcare and psychology, this volume will particularly appeal to post-graduate students and early career researchers who are navigating through new terrain in their digital-mediated research endeavours. How transnational modernity is taking shape in and in relation to Asia Fashion and Beauty in the Time of Asia considers the role of bodily aesthetics in the shaping of Asian modernities and the formation of the so-called “Asian Century.” S. Heijin Lee, Christina H. Moon, and Thuy Linh Nguyen Tu train our eyes on sites as far-flung, varied, and intimate as Guangzhou and Los Angeles, Saigon and Seoul, New York and Toronto. They map the transregional connections, ever-evolving aspirations and sensibilities, and new worlds and life paths forged through engagements with fashion and beauty. Contributors consider American influence on plastic surgery in Korea, Vietnamese debates about “the fashionable,” and the costs and commitments demanded of those who make and wear fast fashion, from Chinese garment workers to Nepalese nail technicians in New York who are mandated to dress “fashionably.” In doing so, this interdisciplinary anthology moves beyond common characterizations of Asians and the Asian diaspora as simply abject laborers or frenzied consumers, analyzing who the modern Asian subject is now: what they wear and how they work, move, eat, and shop. Abstract: Management fashion theory is a growing research area in management studies. The focus of this management fashion literature is to understand why some management concepts spread quickly and widely, while others do not. However, doing research on fashionable management concepts is a difficult task, and many commentators have pointed out the limitations of the research methods used in extant research. A consequence of these difficulties is that the theory has many understudied areas and ‘blind spots’. This paper aims at providing a review of the research methods typically used in management fashion research, and assessing the strengths and weaknesses of various approaches. Based on this review, the paper suggests research strategies that can be used to illuminate the blind spots of the management fashion theory. The paper distinguishes between research strategies at four analytical levels: the managerial level, the intra-organizational level, the field-level and the cross-national level. This book includes both theoretical results and application cases of analytical modeling based research related to the fashion and textile business. It responds to calls for deeper theoretical foundations as an expansion of research methodology in a field.
that has to date mostly relied on case studies and empirical analysis. Although there are a growing number of related publications which employ an analytical approach in conducting theoretical and applied research in the fashion and textile business, this book fills an essential gap by providing a comprehensive reference source that introduces the methodology and provides state-of-the-art findings on the topic. Covering an important and well-established industry, Analytical Modeling Research in Fashion Business is a pioneering text and essential reading for researchers and practitioners in the fashion and textiles industry alike.

Fashion Theory takes as its starting point a definition of 'fashion' as the cultural construction of the embodied identity. It provides an international and interdisciplinary forum for the analysis of cultural phenomena ranging from foot binding to fashion advertising. All articles have solid theoretical underpinnings and are based on original research. Fashion Theory is covered by the following abstracting/indexing services: Abstracts in Anthropology; AOI Anthropological Index Online; ARTbibliographies Modern; British Humanities Index; DAAI Design and Applied Arts Index; IBR International Bibliography of Book Reviews of Scholarly Literature in the Humanities and Social Sciences; IBSS International Bibliography of the Social Sciences; IBZ International Bibliography of Periodical Literature on the Humanities and Social Sciences; ISI Arts and Humanities Citation Index; Scopus; Sociological Abstracts.

Whether you're investigating fashion as a material object, an abstract idea, a social phenomenon, or a commercial system, qualitative techniques can further your understanding of almost any research topic. Doing Research in Fashion and Dress begins by guiding you through a brief history of fashion studies, and the debates surrounding it, before introducing key qualitative methodological approaches, including ethnography, semiology, and object-based research. Detailed case studies demonstrate how each methodology is used in practice. These case studies include Japanese subcultures, fashion photography blogs and semiotic studies of fashion magazine shoots and advertisements. This second edition also features a new chapter on internet sources and online ethnography, reflecting the adoption of social media tools not only by industry practitioners but also by academics. By contextualizing history, theory and practice Doing Research in Fashion and Dress offers: - A systematic examination of qualitative research methods in fashion studies in social sciences. - A practical guide for anyone wishing to conduct fashion research in academia or in the business world. - An accessible grounding in contemporary fashion studies literature. Support whatever your kids' interests are. This one's for the future designers of all time. This book contains the present and the future of the fashion design industry with inspirations taken from only the world renowned designers. Your kids will definitely appreciate your full support in their passion when you buy this for them. Get a copy today.

A 22-volume, highly illustrated, A-Z general encyclopedia for all ages, featuring sections on how to use World Book, other research aids, pronunciation key, a student guide to better writing, speaking, and research skills, and comprehensive index"--Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices. The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry. Featuring research on entrepreneurship, operations management, marketing, business modeling, and fashion technology, this publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry. Examines men's fashion revealing their sources of inspiration, including works of art, natural and scientific themes, films, and military uniforms. 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. With accessible overviews of key debates, issues and perspectives, the book provides a complete exploration of the field, and features a wide range of international case studies which bring the theory to life. Updated with two new chapters on subcultures and the impact of technology, along with guides to further reading and a student guide to sociological research in fashion, this is essential reading for anyone studying fashion,
Read Book Doing Research In Fashion And Dress An Introduction To Qualitative Methods

sociology, anthropology, and cultural studies. Research is fundamental to the success of any fashion-related project and in Research and Design, you explore what research is and where to find inspiration. This is the first academic study of sneakers and the subculture that surrounds them. Since the 1980s, American sneaker enthusiasts, popularly known as “sneakerheads” or “sneakerholics”, have created a distinctive identity for themselves, while sneaker manufacturers such as Reebok, Puma and Nike have become global fashion brands. How have sneakers come to gain this status and what makes them fashionable? In what ways are sneaker subcultures bound up with gender identity and why are sneakerholics mostly young men? Based on the author's own ethnographic fieldwork in New York, where sneaker subculture is said to have originated, this unique study traces the transformation of sneakers from sportswear to fashion symbol. Sneakers explores the obsessions and idiosyncrasies surrounding the sneaker phenomenon, from competitive subcultures to sneaker painting and artwork. It is a valuable contribution to the growing study of footwear in fashion studies and will appeal to students of fashion theory, gender studies, sociology, and popular culture.

Fashion demands a steady flow of creative ideas. Research and Design for Fashion will guide you through the research techniques that could spark your next original collection. With practical advice on designing effective moodboards, recycling existing garments and getting to know your customer, this new edition will help you master the research process and apply it to your own designs. There's also a wealth of advice through interviews with exceptional designers, including Christopher Raeburn, ThreeASFOUR and Magdaléna Mikulícáková, as well as updated imagery of the research and design work behind both single garments and entire collections. This fourth edition also explores how cultural events, historical anniversaries and sport influences can be the starting point for a collection. There's also more on creative ways of recording your findings and designing for menswear, childrenswear and gender-neutral clothing. Whether you’re investigating fashion as a material object, an abstract idea, a social phenomenon, or a commercial system, qualitative techniques can further your understanding of almost any research topic. Doing Research in Fashion and Dress begins by guiding you through a brief history of fashion studies, and the debates surrounding it, before introducing key qualitative methodological approaches, including ethnography, semiology, and object-based research. Detailed case studies demonstrate how each methodology is used in practice. These case studies include Japanese subcultures, fashion photography blogs and semiotic studies of fashion magazine shoots and advertisements. This second edition also features a new chapter on internet sources and online ethnography, reflecting the adoption of social media tools not only by industry practitioners but also by academics. By contextualizing history, theory and practice Doing Research in Fashion and Dress offers: - A systematic examination of qualitative research methods in fashion studies in social sciences. - A practical guide for anyone wishing to conduct fashion research in academia or in the business world. - An accessible grounding in contemporary fashion studies literature. Is it ever appropriate to “borrow” culturally inspired ideas? Who has ownership over intangible culture? What role does power inequality play? These questions are often at the center of heated public debates around cultural appropriation, with new controversies breaking seemingly every day. Cultural Appropriation in Fashion and Entertainment offers a sociological perspective on the debate, exploring appropriation of cultures embedded in race, ethnicity, class, sexuality, and religion in entertainment as well as the clothing, textiles, jewelry, accessories, hairstyles, and tattoos we wear. Case studies are drawn from K-pop, Bollywood dance, J-pop, Bhangra music, Jamaican reggae, hip hop and EDM fashion to explore how, when, and why cultural borrowing or appreciation can become cultural appropriation. There's also discussion of subcultural territories that extend beyond geography, race and ethnicity, such as cosplay and LGBTQI+ communities. By providing a range of global perspectives on the adoption, adaptation, and application of both tangible and intangible cultural objects, Kawamura and de Jong help move the conversation beyond simply criticizing designers and creators to encourage nuanced discussion and raise awareness of unfamiliar cultures in the creative industries.

Pop art has traditionally been the most visible visual art within popular culture because its main transgression is easy to understand: the infiltration of the “low” into the “high”. The same cannot be said of contemporary art of the 21st century, where the term “Gaga Aesthetics” characterizes the condition of popular culture.
being extensively imbricated in high culture, and vice-versa. Taking Adorno and Horkheimer's "The Culture Industry" and Adorno's Aesthetic Theory as key touchstones, this book explores the dialectic of high and low that forms the foundation of Adornian aesthetics and the extent to which it still applied, and the extent to which it has radically shifted, thereby 'upending tradition'. In the tradition of philosophical aesthetics that Adorno began with Lukács, this explores the ever-urgent notion that high culture has become deeply enmeshed with popular culture. This is "Gaga Aesthetics": aesthetics that no longer follows clear fields of activity, where “fine art” is but one area of critical activity. Indeed, Adorno's concepts of alienation and the tragic, which inform his reading of the modernist experiment, are now no longer confined to art. Rather, stirring examples can be found in phenomena such as fashion and music video. In addition to dealing with Lady Gaga herself, this book traverses examples ranging from Madonna's Madam X to Moschino and Vetements, to deliberate on the strategies of subversion in the culture industry.

Provides readers with a guided introduction to the key qualitative methodological approaches and shows students how ‘to do’ research by combining theoretical and practical perspectives.

What do our clothes say about us? How do the clothes we wear affect our moods and emotions? How does the fashion industry encourage us to aspire to look in a certain way? The Psychology of Fashion offers an insightful introduction to the exciting and dynamic world of fashion in relation to human behaviour, from how clothing can affect our cognitive processes to the way retail environments manipulate consumer behaviour. The book explores how fashion design can impact healthy body image, how psychology can inform a more sustainable perspective on the production and disposal of clothing, and why we develop certain shopping behaviours. With fashion imagery ever present in the streets, press and media, The Psychology of Fashion shows how fashion and psychology can make a positive difference to our lives.

Management technique and operation strategies vary depending on the particular industry. This allows businesses in that industry to thrive and increase competitive advantage. Fashion and Textiles: Breakthroughs in Research and Practice is a critical source of academic knowledge on the latest business and management perspectives within the fashion and textiles industry. Highlighting a range of pertinent topics such as marketing, consumer behavior, and value creation, this book is an ideal reference source for academics, professionals, researchers, students, and practitioners interested in emerging trends in global fashion and textile management.

Are you a researcher struggling to mine and make sense of a mountain of fashion data? Are you interested in learning about how digital methods and tools could enhance your research? Have you thought about ways to spark and engage in academic conversations on social media? Have you wondered how digital technologies are internationalizing the field of fashion and textile studies? Digital Research Methods in Fashion and Textile Studies presents the reader with a variety of digital methodologies to help build skills in searching for, analyzing, and discussing vintage design, photography, and writing on fashion, as well as historic and ethnographic dress and textile objects themselves. Each chapter focuses upon a different method, problem, or research site, including: - Maximalism and mixed-methods approaches to research - Searching large databases effectively - Pattern recognition and visual searching. - Critical reading, use, and citation of social media texts - Digital ethnography and shopping as research - Data visualization and mapping - Images in the public domain From advanced undergraduates and postgraduate students working on research projects to veteran professionals in fashion and textile history and beyond, everyone can benefit from a diverse set of fresh approaches to conducting and disseminating research. In the current age of instant gratification, with users snapping and posting images from runway shows long before the clothes will ever appear in stores, the world of fashion is increasingly digital and fast-paced. Research on fashion is, too. Digital Research Methods in Fashion and Textile Studies will help you keep up in this rapidly changing world.

From journalist, fashionista, and clothing resale expert Elizabeth L. Cline, “the Michael Pollan of fashion,”* comes the definitive guide to building an ethical, sustainable wardrobe you'll love. Clothing is one of the most personal expressions of who we are. In her landmark investigation Overdressed: The Shockingly High Cost of Cheap Fashion, Elizabeth L. Cline first revealed fast fashion’s hidden toll on the environment, garment workers, and even our own satisfaction with our clothes. The Conscious Closet shows exactly what we can do about it. Whether your goal is to

Page 6/8
build an effortless capsule wardrobe, keep up with trends without harming the environment, buy better quality, seek out ethical brands, or all of the above. The Conscious Closet is packed with the vital tools you need. Elizabeth delves into fresh research on fashion’s impacts and shows how we can leverage our everyday fashion choices to change the world through style. Inspired by her own revelatory journey getting off the fast-fashion treadmill, Elizabeth shares exactly how to build a more ethical wardrobe, starting with a mindful closet clean-out and donating, swapping, or selling the clothes you don't love to make way for the closet of your dreams. The Conscious Closet is not just a style guide. It is a call to action to transform one of the most polluting industries on earth—fashion—into a force for good. Readers will learn where our clothes are made and how they’re made, before connecting to a global and impassioned community of stylish fashion revolutionaries. In The Conscious Closet, Elizabeth shows us how we can start to truly love and understand our clothes again—without sacrificing the environment, our morals, or our style in the process. *Michelle Goldberg, Newsweek/The Daily Beast* An award-winning book, Doing Research is a must read. Designed for students across a variety of social science disciplines, it is the first research methods text devoted to conflict analysis and resolution. It begins with a discussion of the philosophical foundations for doing research, providing guidelines on how to develop research questions and how these questions can be addressed with various methodologies. The book presents a wide-ranging treatment of both quantitative and qualitative approaches to the design and analysis of problems of conflict. The study of fashion has expanded into a thriving field of inquiry, with researchers utilizing diverse methods from across subject disciplines to explore fashion and dress in wide-ranging contexts. With an emphasis on material culture and ethnographic approaches in fashion studies, this groundbreaking volume offers fascinating insights into the complex dynamics of research and fashion. Featuring unique case studies, with interdisciplinary scholars reflecting on their practical research experiences, Fashion Studies provides rich and nuanced perspectives on the use, and mixing and matching of methodological approaches – including object and image based research, the integration of qualitative and quantitative methods and the fluid bridging of theory and practice. Engaging with diverse subjects, from ethnographies of model casting and street-style blogging, wardrobe studies and a material culture analysis of global denim wearing, to Martin Margiela's design and archival methods, Fashion Studies presents complex approaches in a lively and informative manner that will appeal to students of fashion, anthropology, sociology, cultural studies and related fields. This collection of original essays interrogates disciplinary boundaries in fashion, gathering fashion studies research across disciplines and from around the globe. Fashion and clothing are part of material and visual culture, cultural memory, and heritage; they contribute to shaping the way people see themselves, interact, and consume. For each of the volume’s eight parts, scholars from across the world and a variety of disciplines offer analytical tools for further research. Never neglecting the interconnectedness of disciplines and domains, these original contributions survey specific topics and critically discuss the leading views in their areas. They include discursive and reflective pieces, as well as discussions of original empirical work, and contributors include established leaders in the field, rising stars, and new voices, including practitioner and industry voices. This is a comprehensive overview of the field, ideal not only for undergraduate and postgraduate fashion studies students, but also for researchers and students in communication studies, the humanities, gender and critical race studies, social sciences, and fashion design and business. Let your daughters master their interest in fashion with this Let's Play Dress Up Now fashion book. This is a reference book that contains everything they need to know about the latest trends in fashion and the newest ways to get on with the crowd around the world. Get them this book now. The ability to analyze and interpret visual information is essential in fashion. However, students tend to struggle with the concept of visual research, as well as with the application of that research. Visual Research Methods in Fashion provides students with techniques, tools and inspiration to master their visual research skills and make the research that they undertake more effective. Illustrated with real-life examples from practitioners in the industry, academics and students, it focuses on the global nature of the industry and the need to develop ideas relevant to the market. Despite recent challenges from New York, London and Milan, Paris is renowned as the greatest fashion capital in the world. Its distinctive
categorization of haute couture, demi-couture, and prêt-à-porter reflects a highly structured and tightly controlled system that non-western designers have had difficulty penetrating. Yet a number of the most influential Japanese designers have broken into this scene and made a major impact. How? Paris couturiers and designers operate a gate-keeping system that is not only exclusive and rigorous but highly demanding. But, Kawamura asks, does the system facilitate or inhibit new forms of creativity? She shows how traditional French fashion has been both disturbed and strengthened by the addition of outside forces such as Kenzo Takada, Issey Miyake, Yohji Yamamoto, Rei Kawakubo and Hanae Mori. At the same time she considers many other key questions the contemporary fashion industry should be asking itself. Has it, for example, become primarily preoccupied with the commercial projection of product images rather than with the clothing itself? And what direction will French fashion take without Saint Laurent, Miyake and Kenzo? This insightful book provides the first in-depth study of the Japanese revolution in Paris fashion and raises provocative questions for the future of the industry.

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