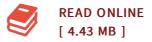




Producing Fashion: Commerce, Culture, and Consumers

By -

University of Pennsylvania Press, United States, 2009. Paperback. Book Condition: New. Reissue. 224 x 150 mm. Language: English . Brand New Book. How has Paris, the world s fashion capital, influenced Milan, New York, and Tokyo? When did the Marlboro Man become a symbol of American masculinity? Why do Americans love to dress down in hightech Lycra fabrics, while they wax nostalgic for quaint, oldfashioned Victorian cottages? Fashion icons and failures have long captivated the general public, but few scholars have examined the historical role of business and commerce in creating the international market for style goods. Producing Fashion is a groundbreaking collection of original essays that shows how economic institutions in Europe and North America laid the foundation for the global fashion system and sustained it commercially through the mechanisms of advertising, licensing, marketing, publishing, and retailing. The collection reveals how public and private institutions-from government censors in imperial Russia to large corporations in the United States-worked to shape fashion, style, and taste with varying degrees of success. Fourteen contributors draw on original research and fresh insight into the producers of fashionadvertising agents, architects, corporate executives, department stores, designers, editors, government officials, hairdressers, haute couturiers, and Web retailers-in their...



Reviews

This ebook will be worth acquiring. It is actually writter in basic phrases instead of hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book. -- Trystan Yundt

It is fantastic and great. It usually will not charge an excessive amount of. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Modesto Mante