



Fashion: The Key Concepts

Jennifer Craik

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Fashion is everywhere. It is one of the main ways in which we present ourselves to others, signaling what we want to communicate about our sexuality, wealth, professionalism, subcultural and political allegiances, social status, even our mood. It is also a global industry with huge economic, political and cultural impact on the lives of all of us who make, sell, wear or even just watch fashion.

Fashion: the Key Concepts presents a clear introduction to the complex world of fashion. The aim throughout is to present a comprehensive but also accessible and provocative analysis. Readers will discover how the fashion industry is structured and how it thinks, the links between catwalk, celebrity branding, media promotion and mainstream retail, how clothes mean different things in different parts of the world, and how popular culture influences fashion and how fashion shapes global culture.

Illustrated with a wealth of photographs, the text is further enlivened with over 30 detailed and rich case studies – ranging across topics as diverse as the meaning of black in fashion, the rise of celebrity branding, the cult of thinness, the politics of veiling, the eroticism of shoes and the power of cosmetics.

Features:

- * Boxed chapter overviews open each chapter
- * Bullet points summarizing key ideas conclude each chapter
- * Chapter discussions are illustrated with integrated case material
- * Each chapter is supported by extended Case Studies
- * Key words are highlighted in chapters and defined in an extensive Glossary
- * Further Reading guides the reader to other literature
- * A timeline of Fashion Milestones provides a chronology of major events in the history of fashion

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