



## Fashion-ology: An Introduction to Fashion Studies (Paperback)

By Yuniya Kawamura

Bloomsbury Publishing PLC, United Kingdom, 2018. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. 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, Fashionology 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, sociology, anthropology, and cultural studies.



## Reviews

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