1. Record Nr. UNICAMPANIAVAN00237170 Fashion in Multiple Chinas: Chinese Styles in the Transglobal Titolo Landscape / edited by Weisse Ling and Simona Segre Reinach Pubbl/distr/stampa London, : I. B. Tauris, 2018 Titolo uniforme Fashion in Multiple Chinas: Chinese Styles in the Transglobal Landscape Descrizione fisica 270 p.: ill.; 22 cm Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Sommario/riassunto Much has been written about the transformation of China from being a clothing-manufacturing site to a fast-rate fashion consuming society. Less, however, has been written on the process of making Chinese fashion. The expert contributors to Fashion in Multiple Chinas explore how the many Chinese fashions operate across the widespread, fragmented and diffused, Chinese diaspora. They confront the idea of Chinese nationalism as 'one nation', as well as of China as a single reality, in revealing the realities of Chinese fashion as diverse and comprising multiple practices. They also demonstrate how the making of Chinese fashion is composed of numerous layers, often involving a web of global entanglements between manufacturing and circulation, retailing and branding. They cover the mechanics of the PRC fashion industry, the creative economy of Chinese fashion, its retail and branding, and the cultural identity of Chinese fashion from the

diasporas comprising the transglobal landscape of fashion production.