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Soggetti	Children in advertising Advertising - Psychological aspects Advertising - Children's clothing Mass media and children
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Nota di contenuto	Introduction : Childhood as media spectacle : Today's looks-obsessed children ; Healthy mind in a beautiful body ; Vogue bambini: a window into fashionable childhood ; Fashion as idealized imagery ; Multiple meanings of fashion ; Learning visual literacy -- Historically constructed childhood : (Ad)dressing childhood: new childhood studies ; In the footsteps of enlightenment philosophers: dressing modern childhood ; Branded childhood ; Studying brand associations: a brief history of representation ; Authentic and natural childhood at the heart of a brand ; Unlocalized images ; Glocal or global meanings of fashion and images? ; New tribes and brand communities -- Children through fashion : Fashion as change ; The added value of fashion ; The individual clothes of the modern child ; The fashionable mini-me ; Upper-class fantasies of childhood ; Fashion as the language of childhood ; Gender-coded clothes for children ; Children's fashion: a battlefield of meanings -- Innocent children : A brief history of innocence ; From depravity to innocence ; Bringing up a chaste child ; Future hopes ; From miniature adulthood to innocent childhood ; Visual grammar of the natural child ; Commodified innocence ; Pink innocence

; Blue for a bouncing boy? ; Gendered innocence ; The attraction of the fashion image -- Eroticized innocence : Clothes as a revelation of personality ; Snow-White innocence ; Ambivalence of innocence and sensuality ; Lower-class symbols ; Serious play ; Race and innocence ; Feminized Asia and hot Latina girls ; Consumption of otherness -- Fashion as the sexualizer of children? : Sexualized culture? ; Children's clothes as moral guardians ; Fetishized innocence and concealed corporality ; No underwear! : Obsession for men! ; The child freed from innocence ; Sensual children in advertising ; From liberation to seduction ; Protection or control? ; Children's fashion: fantasy or reality? Looking at children: the problem of the adult gaze -- Heterosexual innocence : Fashioning a heteronormative childhood ; Kissing children ; Heteronormative messages of clothes ; Learning heterosexuality ; Grown-up babies -- Queer children in fashion advertising : The tombstone of heterosexuality and gender nonconformity ; The polymorphously perverse child ; Queering childhood ; Androgynous cross-dressers and feminine girl couples ; Not for sissies! Hegemonic masculinity ; Homosocial little boys ; Gentlemanly looks ; Secret friendship ; Fair sailors ; Fabulous Gays in fashion advertising -- Sexualization is the name of the game : Child modeling: a rising trend ; Living dolls ; Kindergarteners in vampy lipstick and stilettos ; Evokers of strong emotions ; Les Cadeaux sont un Jeu D'enfants ; History of the sexual child ; The immaterial value of child modeling ; Working for the affect economy -- Epilogue : The right to one's own style.

Sommario/riassunto

Fashionable Childhood is the first book to critically examine representations of children and childhood through fashion media. Focusing on themes such as innocence, sexuality, class, and gender, this book provides a detailed and fascinating overview of the topic over the last 40 years. With case studies of advertising campaigns from international fashion brands such as Calvin Klein, Dior, Ralph Lauren and in-depth research into Italy's special edition of Vogue dedicated to children's wear, Vogue Bambini, Fashionable Childhood examines the ways children's fashion is presented globally.
