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New Zealand Fashion Week Urban Denial; Borrowing Cultural Capital; Conclusion; References; Websites Consulted; Chapter Five Gendering the 'Virtuous Circle': Production, Mediation and Consumption in the Cultural Economy; Introduction; The Feminisation of the New Zealand Labour Force; Work and Employment in the New Zealand Designer Fashion Industry; Fluid Firms; The New Generation; Fashion Auxiliaries; Consuming Fashion and the Presentation of Self; Conclusion; References; Chapter Six Creating Global Subjects: The Pedagogy of Fashionability; Introduction; Subjectivity, Identity, Culture What is the 'New Zealand' in New Zealand Fashion? Local Culture, Aesthetics and Politics; Global Kiwis; Brandlettes; Conclusion; References; Chapter Seven Lifestyle or Workstyle? Female Entrepreneurs in New Zealand Designer Fashion; Introduction; The Cultural Economy and Gendered Entrepreneurship; 'No Fire in their Belly?'; 'An Export Failure?'; 'Mouse on a Treadmill?'; 'Living and Breathing?'; Ethics; Conclusion; References; Chapter Eight Conclusion: An Unlikely Success Story?; Introduction; Rethinking Fashion, Gender and Globalisation; References; Index

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Sommario/riassunto

Drastic changes in the career aspirations of women in the developed world have resulted in a new, globalised market for off-the-peg designer clothes created by independent artisans. This book reports on a phenomenon that seems to exemplify the twin imperatives of globalisation and female emancipation. A major conceptual contribution to the literatures on globalisation, fashion and gender, analysing the ways in which women's entry into the labour force over the past thirty years in the developed world has underpinned new forms of aestheticised production and consumption as well as the gr

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