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Sommario/riassunto	Fashion is bound up with promoting the 'new', concerned with constantly changing aesthetics. The favoured styles or looks of a season arise out of the work of a vast range of different actors who collectively produce, select, distribute and promote the new ideals, before moving on to next season. How, then, are fashionable commodities stabilized long enough for them to be selected, distributed and sold? Since there are few studies that actually examine

the work that goes on inside the world of fashion, we know little about these processes. This book addresses this gap in our knowledge by exami

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