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Nota di contenuto	Part 1. Historical Perspectives -- Chapter 1. Activewear: The Uniform of the Neoliberal Female Citizen; Julie Brice and Holly Thorpe -- Chapter 2. Olympics Outfits for Women: From 'Feminine Only' to Burqas and Bikinis; Linda K. Fuller -- Chapter 3: Uniforms for Female eSports Athletes; Ryan Rogers -- Part 2. Socio-Political Perspectives -- Chapter 4. Women's Sports and Fashions in Arab Gulf Countries; Najat Al Saied and Pam Creedon -- Chapter 5. Just Wear It: Media Coverage of the Nike Pro Hijab; Adrienne Grubic -- Chapter 6. Saree as an Official Indian Dress at International Sporting Events: A Critique; Kulveen Trehan -- Part 3. Socio-Cultural Perspectives -- Chapter 7. The Portrayal of Women's Sport and Fitness Attire on Instagram: A Thematic Content Analysis of #sportswear and #fitnesswear; Melissa deJonge, Amy Nesbitt, and Catherine M. Sabiston -- Chapter 8. Fetishization of Women's Athletic Wear: Japanese Obsessions with Bloomers; Yuya Kiuchi -- Chapter 9. Stepping up to the Plate: Why an Investment in Girls' Athletic Apparel is Good for the Game; Katie Lebel and Danica Vidotto -- Chapter 10. An Ideological Analysis of FORPLAY's Sexy Sports Costumes: 'Seductive Speed' as Embodiment of Hegemonic

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Sommario/riassunto

This volume presents a collection of essays that explore the relationship between sporting clothing and gender. Drawing on uniform and sports apparel as a means of exploring the socio-sexual politics of the contemporary world, the contributions analyse the historical, political-economic, socio-cultural and sport-specific dimensions of gendered clothing in sport. Part of a two-volume series (the other discussing this phenomenon in the USA), contributors cover topics such as the rise of athleisurewear, Olympics outfits, eSports, religious considerations, the saree, fitness attire on Instagram, Japanese bloomers, youth clothing, ForPlay's sexy sports costumes, and women's sportswear for rugby, tennis, throwing, biking, wrestling, and flat track roller derby. This global anthology will be of interest to practitioners and scholars of sports history, the sociology of sport, and gender/media studies. .
