

1. Record Nr.	UNINA9910571752503321
Autore	Nigro Giampiero
Titolo	La moda come motore economico : innovazione di processo e prodotto, nuove strategie commerciali, comportamento dei consumatori // Giampiero Nigro
Pubbl/distr/stampa	Florence : , : Firenze University Press, , 2022
Descrizione fisica	1 online resource (422 pages)
Disciplina	338.4767700254
Soggetti	Clothing trade - History - Europe
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>The study of the textile sector has always been central to economic history: from reconstructions of the dynamic growth in the medieval wool industry, to the rise of silk and light and mixed fabrics in the modern era, to the driving role of cotton in the industrialisation process. Although the dynamics of textile manufacturing are closely linked to the transformations of fashion, economic history has long neglected its role as a factor in economic change, treating it primarily as a kind of exogenous catalyst. This book makes a decisive contribution to the understanding of a fundamental transformation, the consequences of which are projected into contemporary society, but which matured in pre-industrial times: the advent of fashion.</p>