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Altri autori (Persone)	WoodwardSophie
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Sommario/riassunto	On any given day nearly half the world's population is wearing blue jeans. This is entirely extraordinary. Yet there has never been a serious attempt to understand the causes, nature and consequences of denim as 'the' global garment of our world. This book takes up that challenge with gusto. It gives clear, if surprising, explanations for why this is the case, challenging the accepted history of jeans and showing why the reasons cannot be commercial. While discussing the consequences of denim at the global level, the book consists of some exemplary studies by anthropologists of what blue jeans