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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Fashion, media, promotion: the new black magic -- Scarlett O'Hara and the post-bellum new look -- Audrey Hepburn and breakfast at Givenchy's -- Vivienne Westwood and anglomania at the Met -- Mary Quant and the JC Penney blockbuster -- Paul Smith and the global shopping game -- Roland Barthes and the compassionate professionals.
Sommario/riassunto	Jayne Sheridan has gathered evidence and personal insights to explore the myths which continue to make fashion today so compelling; placing its key movers and shakers within their full cultural context.