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Descrizione fisica	1 online resource (xi, 205 pages) : illustrations
Disciplina	646.4/02
Soggetti	Fashion - History - 21st century Men's clothing - History - 21st century
Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Compliant with Level AA of the Web Content Accessibility Guidelines. Content is displayed as HTML full text which can easily be resized or read with assistive technology, with mark-up that allows screen readers and keyboard-only users to navigate easily.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Disciplinary Discourses -- Historical Resonances -- Body Language: towards a phenomenology of masculinity -- Millennial Men -- The Shock of the New.
Sommario/riassunto	"In recent years, menswear has moved decisively center stage. Menswear Revolution investigates the transformation of men's fashion through the lens of shifting masculinities, examining how its increasing diversity has created new ways for men to explore and express their identities. Harnessing sustained market growth and creative dynamism on the runway, ground-breaking designers from Raf Simons and Hedi Slimane to Craig Green have revolutionized the discipline with their bold re-imaginings of the male wardrobe. Analysing the role of the media in shaping attitudes to men's fashion, Menswear Revolution studies how competing narratives of masculinity are reflected in popular discourse. Taking us from the mod and peacock revolutions of the 1960s to the new wave aesthetics of the 1980s, the book explores historical precedents for today's menswear scene - and looks at the evolution of the 'ideal' male body, from the muscular to the lean and boyish. Combining interviews with fashion professionals with close analyses of garments and advertising, Menswear Revolution provides an

authoritative account of menswear design today. Highlighting its relationship to changing concepts of gender, the book provides a much-needed update to scholarship on masculinity, fashion and the body."--Bloomsbury Publishing.
