

1. Record Nr.	UNINA9910823699203321
Titolo	Engaging with fashion : perspectives on communication, education and business // Edited by Federica Carlotto and Natalie C. McCreesh
Pubbl/distr/stampa	Boston : , : Brill, , [2018]
ISBN	90-04-38243-7
Descrizione fisica	1 online resource (352 pages)
Collana	At the interface/probing the boundaries
Disciplina	391.0019
Soggetti	Fashion Fashion - Social aspects Fashion merchandising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Matter -- Copyright -- Notes on Contributors -- Introduction / Federica Carlotto and Natalie C. McCreesh -- Marketing -- Copying to Be Unique?: An Analysis of High Street Retailers' Product Differentiation Strategies / Susanne Schulz -- The Fashion 'Timescape': Historical Evolution and Contemporary Features / Federica Carlotto -- The Art Foundations of Luxury Fashion Brands: An Exploratory Investigation / Alessia Grassi , Steve Swindells and Stephen Wigley -- Consuming -- Ethical and Sustainable Luxury: The Paradox of Consumerism and Caring / Deidra W. Arrington -- Martin House Makers: Exploring Modes of Upcycling and Make within the Charity Retail Sector / Karen Dennis -- The Borrowing of Emotive Connotation between Fashion and Music / Claire Allen -- Recent Gastro-Trends: Food Surfing on the Streets / Cecilia Winterhalter -- Educating -- Collaborative Learning in Fashion Education / Ines Simoes and Mario Matos Ribeiro -- Clothing and Body: Case Studies in 'Slow Fashion' in Fashion Education / Lan Lan and Peng Liu -- Making It Real: Engaging the Consumer in Sustainable Fashion Consumption / Natalie C. McCreesh , Christopher R. Jones , Alex McIntosh and Helen Storey -- Communicating -- Fashioning a Soviet Narrative: Jean Paul Gaultier's Russian Constructivist Collection, 1986 / Doris Domszalai-Lantner -- Fashion, Fantasy, Power and Mystery: Interpreting Shoes through the Lens of Visual Culture / Naomi Joanna Braithwaite -- Fashion Plates: Rudolph Ackermann and Paul Poiret: The

Relationship between Classical Revival and Feminist Expressions / Jill M. Carey and Lindsay E. Feeny -- Fashion Icons in Photography: American Magazine Turning to Iconic Representations from the 1960s On / Alice Morin -- Embodying -- Transcending the Traditional: Fashion as Performance / Jennifer Richards -- Visual Impairment and Fashion: Breaking Barriers / Nádia Fernandes -- Positioning -- Sustainable Kate? Wear-Again Anne?: The Recycled Fashions of the Duchess of Cambridge and the Princess Royal / Jacque Lynn Foltyn -- Clothing Issued the Enslaved on the Monticello Plantation / Gaye S. Wilson -- The Metamorphosis of Dress in Cyprus during the British Period / Noly Moyssi and Maria Patsalosavvi -- Process and Mani Sapienti: Arte Povera and the Default to Order / Laura Petican -- Back Matter -- Index of Names -- Index of Subjects.

Sommario/riassunto

This book is a modern exploration of how we engage with fashion today. Through a series of articles this book shows the 'ways' through which we can approach fashion. The articles are organized around the following six sections: marketing, consuming, educating, communicating, embodying and positioning - each with a mix of research approaches and strategies. From sustainability and consumerism to street-style and street-food. From how fashion is taught across the globe to how fashion is communicated through photography and the media. We invite the readers to be curators themselves, and to create their own 'augmented knowledge' of fashion, by reading the varied themes in this book. Contributors are Claire Allen, Deidra Arrington, Naomi Braithwaite, Jill Carey, Federica Carlotto, Karen Dennis, Doris Domoszlai, Lindsay E. Feeny, Nádia Fernandes, Jacque Lynn Foltyn, Alessia Grassi, Chris Jones, Lan Lan, Peng Liu, Mario Matos Ribeiro, Natalie C. McCreesh, Alex McIntosh, Alice Morin, Nolly Moyssi, Maria Patsalosavvi, Laura Petican, Jennifer Richards, Susanne Schulz, Ines Simoes, Helen Storey, Steve Swindells, Stephen Wigley, Gaye Wilson and Cecilia Winterhalter.
