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Nota di contenuto	chapter 1 FASHION DESIGN AND CULTURAL PRODUCTION -- chapter 2 GREAT DEBATES IN ART AND DESIGN EDUCATION -- chapter 3 THE FASHION GIRLS AND THE PAINTING BOYS -- chapter 4 FASHION EDUCATION, TRADE AND INDUSTRY -- chapter 5 What kind of industry? From getting started to going bust -- chapter 6 A MIXED ECONOMY OF FASHION DESIGN -- chapter 7 THE ART AND CRAFT OF FASHION DESIGN -- chapter 8 MANUFACTURE, MONEY AND MARKETS IN FASHION DESIGN -- chapter 9 A NEW KIND OF RAG TRADE? -- chapter 10 FASHION AND THE IMAGE INDUSTRIES -- chapter 11 LIVELIHOODS IN FASHION.
Sommario/riassunto	Stressing the social context of cultural production, McRobbie focuses on British fashion and its graduate designers as products of youth street culture.