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| Autore | Meinhold Roman |
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| Descrizione fisica | 1 online resource (167 p.) |
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| Nota di contenuto | 1 Contents 5 A critical inquiry into fashion 9 Philosophic-anthropological implications of fashion 37 The ideal-typical incarnation of fashion: The Dandy as ... 111 Implications of fashion: desiderata of life as an artwork 133 Conclusion 153 References 157 |
| Sommario/riassunto | Besides products and services multinational corporations also sell myths, values and immaterial goods. Such »meta-goods« (e.g. prestige, beauty, strength) are major selling points in the context of successful marketing and advertising. Fashion adverts draw on deeply rooted human values, ideals and desires such as values and symbols of social recognition, beautification and rejuvenation. Although the reference to such meta-goods is obvious to some consumers, their rootedness in philosophical theories of human nature is less apparent, even for the marketers and advertisers themselves. This book is of special interest for researchers and students in the fields of Cultural Studies, Media Studies, Marketing, Advertising, Fashion, Cultural Critique, Philosophy, Sociology, Anthropology and Psychology, and for anyone interested in the ways in which fashion operates. »Verschönerung und Verjüngung - die Ideale der modernen Zeit - werden bewusst kanalisiert. Diese Meta-Ware hat eine tiefe Verbindung zu philosophischen Theorien, die Roman Meinhold [...] aufdeckt.« Waltraud Rusch, textil, 1 (2014) |

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