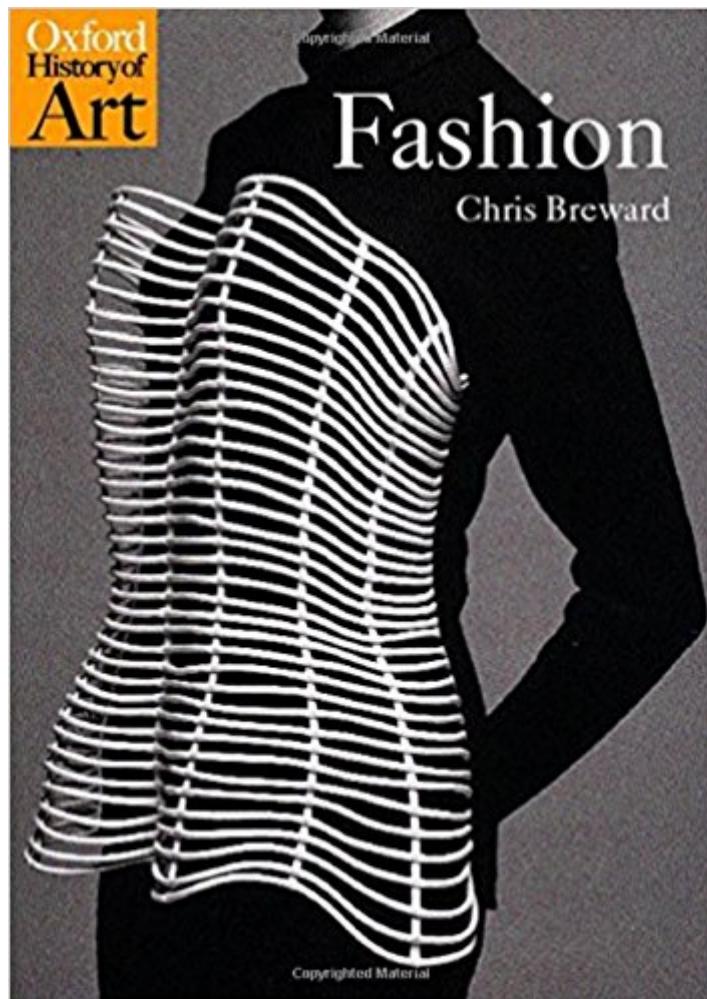


The book was found

Fashion (Oxford History Of Art)



Synopsis

Following 150 years of fashion, Christopher Beward offers a catholic view of this colorful and flamboyant universe, describing its trends, products, and inhabitants. From Haute Couture, High Street, and developing fabric technology to such stars of the fashion heavens as Coco Chanel, Giorgio Armani, and Alexander McQueen, Beward explores territories far beyond style and function. He sees more than just an industry, giving voice to the larger cultural phenomenon fashion has become. Beward's discerning view captures the glamorous world of Vogue and advertising; the relationship between fashion and film, and fashion as a business; and goes beyond the surface to consider individual interaction with fashion. How have ideas about hygiene and comfort influenced the direction of style? How does dress create identity and status? Framing details of dandies, flappers, and punks within a clear overview of their respective periods, Beward takes a second look and casts everyday wear in a much different light. In addition to all the glitz and glamour, the book includes suggestions for further reading, a timeline marking important events in fashion, and a list of relevant museums and galleries. In all, it is the most valuable, accessible, and modern text on fashion today.

Book Information

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Customer Reviews

"Christopher Beward is one of the most respected fashion scholars working today. This latest book provides an excellent introduction to the world of modern fashion."--Valerie Steele, chief curator and acting director, The Museum at the Fashion Institute of Technology, State University of New York

Chris Breward is Professor of Historical and Cultural Studies at the London College of Fashion (London Institute.) In 1995, he published the first academic textbook on fashion, *The Culture of Fashion*. He has curated various exhibitions, including 2004's *Capital Fashion* for the Museum of London.

According to my Art History college student, this is a bible of sorts. It's pretty large, chock full of fashion info and a great coffee table book. She loves it.

Great book with great quality photos. The book was also in a good quality condition

Great information. Very useful for anyone in the business. A definite read for aspiring fashion photographers. Daniel Jenkins Fashion/Beauty Photographer <http://danieljenkins.LA>

It is far deeper than the average history of fashion. Covers not only the main designers, but also fashion as an industry and its promotion and relation with mass culture. Very informative, well written and thought provoking.

Very intense read, lots of info . Great for Fashion insiders and people who are starting in fashion industry

LOVE it!

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Great book, super fast delivery.

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